

PRESS RELEASE

Lingen, Germany 14 April, 2010

Shreyas Yoga Retreat, appoints Boutique Luxury Escapes Marketing for European Representation & Marketing

Boutique Luxury Escapes Marketing, a hotel representation and marketing company is pleased to announce its association with Shreyas Yoga Retreat, Bangalore, India – recognized as one of the world's finest yoga retreats.

Anita Nietsch, Managing Director of Boutique Luxury Escapes Marketing said, "Adding to Boutique Luxury Escapes Marketing's handpicked portfolio of hotels, Shreyas Yoga Retreat is indeed very unique and totally different, exemplifying ashram style life yet offering a private, serene and 'simply' luxurious accommodation in a pure environment that is tailored to promote an authentic spiritual dedication to yoga.

The secluded Shreyas Yoga Retreat is for luxury travellers who are looking for various levels of unique insights into yoga. Run by a team of efficient and attentive yoga-practicing personnel, this well-known retreat is placed amongst the world's best. This sublime retreat is just over an hour's drive away from the hustle and bustle of Bangalore, surrounded by vineyards and tranquil villages. Owned by Pawan Malik, an Investment Banker based in London, Shreyas Yoga Retreat opened in 2004. We are excited of our association and welcome Shreyas Yoga Retreat. We will offer representation services and marketing consultancy to raise their profile in the Central European marketplace".

Shreyas Yoga Retreat - a journey of self discovery...

Step into the unusual serenity of nature, so tranquil and calming. A finely balanced infusion of professional yoga, lush gardens, meditation bales' and discreet service greets guests and continues throughout their stay. Shreyas is a superbly comfortable and stylish yoga retreat at par with some of the more exclusive small retreats in the world. Shreyas prides itself on its service, which is an attempt to apply the eternal Vedic instruction – *Athiti Devo Bhava* – or 'treat thy guest as an embodiment of the Divine'.

Background - The essence of Shreyas is the concept of wellness of body, mind and soul, for the purpose of self-mastery that manifests as excellence in all that we do. The principal medium through which guests are exposed to this is Yoga - which is non-denominational and open to people of all faiths. Through various customised programs Shreyas believes that Yoga can be practiced by everyone – fit or unfit, old or young, supple or brittle. Yoga and meditation has an amazing effect on the body and mind energies allowing one to deal with life's ups and downs with sense of equanimity. Shreyas will appeal to those who wish to understand or familiarise themselves with the philosophical tradition of India, without necessarily delving into its organised religious aspects. Traditional Hatha and Ashtanga Yoga are practised – this includes simple posture classes for stress management and moves on to more advanced modules.

The centre focuses on self-development workshops in a safe and comfortable environment. Classes are suitable for both male and females. People are also encouraged to get away from an over-worked and hectic lifestyle or the rigours of the office; to come and de-stress by working in the vegetable and herb garden, planting paddy and getting their feet dirty! A true retreat geared to self-discovery, where the intention is to bring a little of the best of Indian spiritual wisdom (namely, Yoga) into the lives of its guests.

Location: A quiet 25-acre retreat on the outskirts of Bangalore in Southern India. Situated in stunning gardens and with a beautiful, enormous herb and vegetable garden where everyone is welcome to come and help out. Quiet sitting areas are scattered around the gardens to encourage a little peaceful meditation.

Accommodation: Luxury garden cottages with tented canopies and poolside cottages spread around the expansive 25-acre gardens and premises. There are 8 twin/double garden cottages, 3 double poolside cottages and 1 three-bedroom suite cottage. The excellent garden cottages with fixed bases are well spread out to ensure privacy, each unit has its own veranda, multi-layered canvas roof and superb semi-open bathroom. The pool cottages are located next to each other near the swimming pool and main lobby and there's a 3-bedroom cottage in the gardens. Each has an attached, state of the art bathroom. All the rooms and garden cottages are done up in calm, earthy colours and in an almost minimalist luxury style. The linen & furnishings are of the highest quality and the 'finish' is second to none – immensely stylish & comfortable. All the pool cottages are 'non-smoking' and are on ground level so there is easy access for wheelchairs.

Each is air-conditioned, has Broadband Internet, a safe box, overhead fan, desk, tea and coffee making machines, bathrobes, hair dryer and slippers. The rooms do not have Televisions or CD players. There are showers rather than bathtubs in each room. Heaters are available on request. Water at Shreyas is purified on site and is provided in all bedrooms and is safe to drink. Bottled water is charged extra.

Cuisine - Shreyas serves gourmet vegetarian cuisine which comprises Indian, Continental, Mexican and a bit of Oriental. Guests are encouraged to dine together in the dining room. On warm nights dinner is often served out in the garden, and guests have a choice of joining a group or dining on their own. Lunch and dinner tends to be table d'hote, with occasional buffets. Menus are carefully planned to fit in with the overall wellness programmes and as much as possible is grown or produced on the premises. Alcohol is neither served nor permitted on the premises.

Facilities & Spa - Shreyas has one of the finest yoga pavilions in South Asia, the large yoga hall is open-sided and overlooks peaceful gardens and the amphitheatre. A gymnasium, a large 25 x 6 metres ozonated swimming pool, outdoor Jacuzzi, indoor steam room, two spa treatment rooms offering Indonesian, Swedish, Thai, Aromatherapy and Ayurvedic massages, walking track around the gardens, cricket net with all the necessary equipment, including a professional bowling machine for guests to practice their batting skills or to get rid of some aggression, extensive library, a home theatre with extensive audiovisual facilities and over a large choice of DVD's, peaceful relaxing lounge, conference hall and internet access complete the facilities offered at Shreyas Yoga Retreat.

Community Service Exercises (Voluntourism): Guests can participate in interactive Community exercises during their stay. This includes picking vegetables, herbs and fruits from Shreyas' Organic Farm, assisting in preparing a meal, transporting the food, serving the food to the children or elderly in local villages, schools and orphanages.

Guests can also dedicate a few hours of their stay sharing a vocational skill with local school children. Shreyas is also actively involved in and invites interested guests to support infrastructural development of the adopted villages. These initiatives including digging up bore wells for fresh water, rain water harvesting for sustainable energy and construction of critical aspects of the village (such as toilets, school compound wall etc.)

Shreyas offers tailor-made packages like Wellness for the Soul, Yoga Retreat, Discovering a Self – A Silent Retreat, The Joy of Giving, Ayurvedic Rejuvenation and Weight Management. A stay here includes exquisite vegetarian meals, luxury accommodations, wellness consultation, twice a day Ashtanga and hatha yoga group sessions, sound meditation sessions and use of all facilities. Guests may customize their stay in advance with packages that suits their objectives by including private yoga sessions or massages.

In Sanskrit, Shreyas means "all round excellence", the manifestation of which is the purpose for which our lives have been given to us. Shreyas is inherent within us and is to be achieved through harnessing, refining and purifying our body/mind energies and spiritualizing our actions & emotions, thereby allowing the divine qualities within to shine forth. Shreyas Yoga Retreat is dedicated to enabling one to achieve this by catalyzing their thinking process with inputs from the Indian Spiritual tradition. A stay Shreyas Yoga Retreat begins a journey of self discovery.
Ends-

Note to Editors:

Europe: Press, Media, and Tourism Partners contact:

Anita Niegsch – Managing Director
Boutique Luxury Escapes Marketing

Vennwiske 59

49811 Lingen

Germany

E-mail: office@blescapesmarketing.com

www.blescapesmarketing.com

Tel: +49 (0) 591 610 9647

Fax: +49 (0) 591 610 9673

High resolution images, presentation CD's, brochures and fact sheets are available; please contact Boutique Luxury Escapes Marketing office.

Hotel contact:

Shreyas Yoga Retreat

Santoshima Farm

Gollahalli Gate

Nelamangala
Bangalore 562123
India
Tel: +91 80 27737102, +91 80 27737103, +91 80 27737183
Fax: +91 80 27737016
E-mail: reservations@shreyasretreat.com
Website: www.shreyasretreat.com

Corporate Contacts:

Mr. N. Balaji
E-mail: Balaji@shreyasretreat.com
Tel: +91 99161 10422
Ms Nidhi Sood
E-mail: nidhi@shreyasretreat.com
Mobile Tel: +91 98100 72838

Company Information: Boutique Luxury Escapes Marketing:

Boutique Luxury Escapes Marketing represents and markets hand-picked collection of hotels in India to the European marketplace. The Company offers specialist knowledge, guided advice, expert recommendations, creative solutions, and marketing services.

The represented hotels are independently owned but united by a commitment to individuality, ancient and historical designs, cultural authenticity, and responsible tourism. The quality and the diversity of the Boutique Luxury Escapes Marketing hotel's portfolio offers modern travellers a unique way to choose and experience a glimpse in the past, royal colourful history, wildlife conservation, wellness awareness and creative approaches towards modern luxury combined with genuine hospitality.

Boutique Luxury Escapes Marketing provides representation and marketing to the central European countries of Austria, Belgium, France, Germany, Luxemburg, Netherlands and Switzerland.

The company is based in Lingen (Ems), Germany and founded by Anita Niegsch.