



India – THE SUNNY SOUTH BECKONS



THE EVERGREEN SOUTH

WHERE TRADITION AND TRANQUILLITY AWAIT THE TRAVELLER

Off the beaten tourist track is India's sunny South. Warm and hospitable, traditional and tranquil, ever fascinating. A peninsula lapped by the waters of a sea, an ocean and a bay. Shaped like a benign deity looking eternally to the East. A fabled land of many ancient cultures and contemporary contrasts. The epitome of secularism. Here the chimes of bells you hear could be from a temple.....or a church; the chanting at a ceremony in Sanskrit.....or in Arabic; the heady scent at a wedding, of sandal.....or of frankincense.

This is India's South. A towering experience. A timeless, ageless, evergreen land whose religions and cultures are older than all those of the Western world. A land whose great legends are woven into its songs and folklore, carved in wood and ivory or hewn from rock. A land which has many, many stories to tell, stories told by an infinite variety of people, fascinating stories told everywhere.....in idyllic Kerala, the green, green strip of land on the western coast; in historic Tamil Nadu on the fabulous Coromandel Coast in the East; in the vastness of legendary Golconda that is now Andhra Pradesh, to the north of Tamil Nadu; and in regal Karnataka, the garden plateau between the coastal States.

The South is India's surprise gift to the international traveller. No traveller seeking to discover India should miss this most historic part of an ancient country. Better still, he should begin his voyage of discovery right here. Here, a traveller can have the time of his life, here in this sun-drenched land of sand and sea, of silk and spices, of simple friendly folk and complex ancient philosophies, of great art and greater cultures, of tradition and the tranquillity of an all pervading peace. Here in this land where Time itself is in no hurry to fly.

India is more than the moonlight enchantment of the Taj, the majestic grandeur of the Himalayas and the glories of Ajanta and Ellora. It is also the supreme sublimity of the South—and every traveller will be the richer for the experience.

Welcome to tradition and tranquillity, welcome to the ageless South.



BOMBAY

MAHARASHTRA

ORISSA

MADHYA
PRADESH

WARANGAL

TYHACHAPATNAM

SOLAPUR

SIDHARABAD

VIJAYAWADA

BILAPUR

BELGAUM

ANDHRA
PRADESH

400

KARNATAKA

ANANTPUR

NELLORE

BAY
OF
BENGAL

SHIMOGA

TIRUPATI

BANGALORE

MADRAS

MYSORE

KANCHIPURAM

MAHABALIPURAM

VEDANTHANGAL

PONDICHERRY

KOZHIKODE
(CALICUT)

OOTACAMUND

TIRUCHIRAPPALLI

THANJAVUR

COCHIN

KODAIKANAL

MADURAI

KANNIWARANGAL

TIRUVANANTHAPURAM
TRIVANLAPURAM

KANNIWARANGAL

SRI
LANKA

INDIAN OCEAN