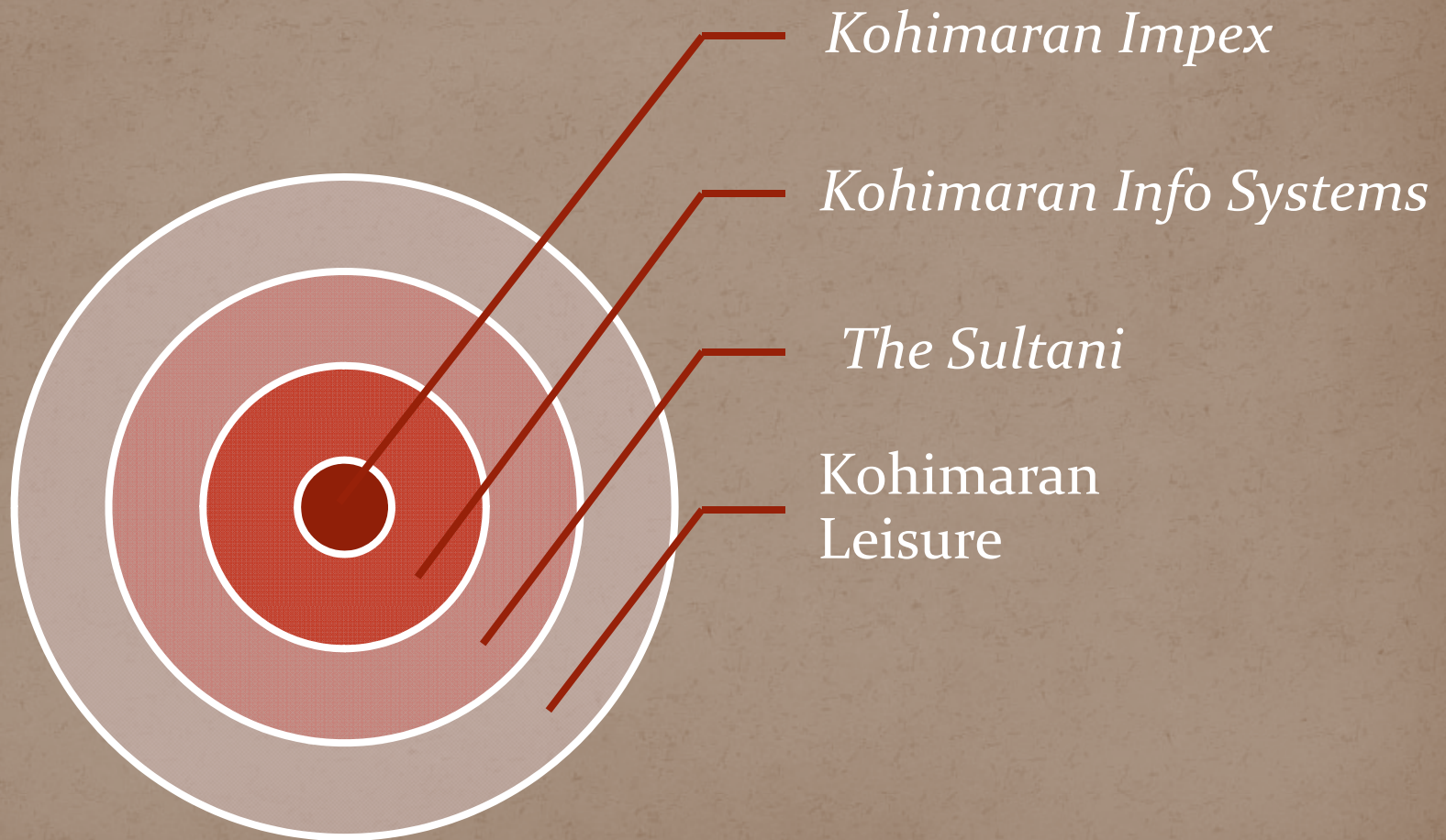


Kashmir The Hidden Paradise




Kohimaran Group




Kohimaran Impex Malaysia Sdn Bhd

Kohimaran Impex has played a key role in introducing kashmir's handicrafts and carpets to the Malaysians.



We are proud of our 20 years brilliant history as wholesaler and famous retailer in Malaysia.



Kohimaran has several shops in the biggest and the most famous shopping centers in Kuala Lumpur.

Kohimaran Impex has experienced the most famous shopping center in Kuala Lumpur



Kohimaran Impex can help tourism Kashmir in:



Kohimaran Impex Branch in Great Eastern Mall



The Sultani

- Chain of restaurants which introduce Kashmir's cuisine to Malaysia.



Kohimaran Info Systems Sdn Bhd

- Promoting E-commerce and online marketing
- Leader in web business in Malaysia
- MSC approved company



We can create a website in bahasa malaysia and English for promoting Kashmir hotels, travel agents and tours. We can also make some tour packages and promoting them online. Kohimaran Info Systems is very professional on online marketing and advertisements. We will create a world class style website and promoting that one in Malaysia and south east Asia.



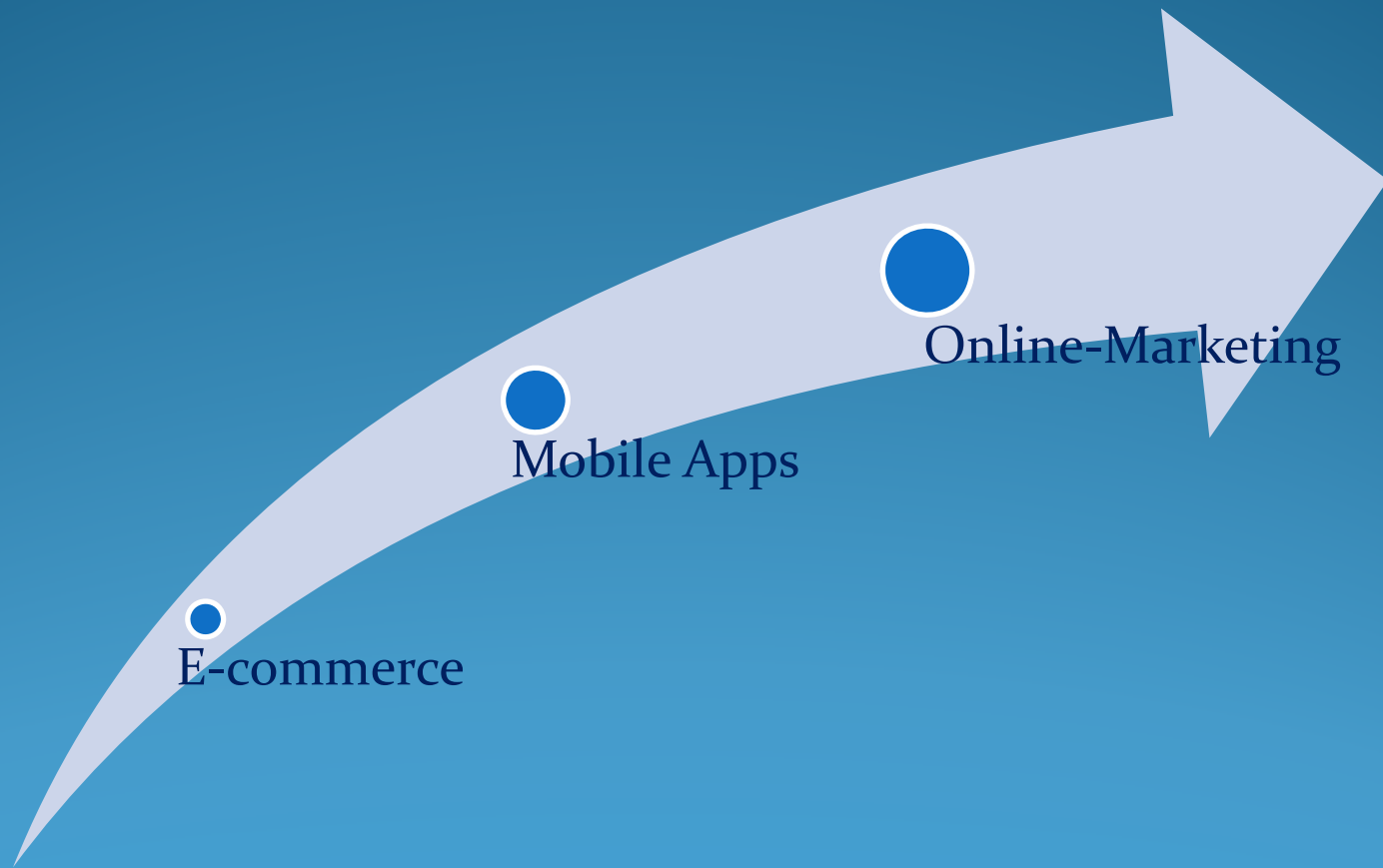


Kreserve is a marketing tool which facilitates Restaurant and F&B reservation. It gives a superpower control panel to Restaurant Managers in order to launch any type of dining offers and promotions and etc.

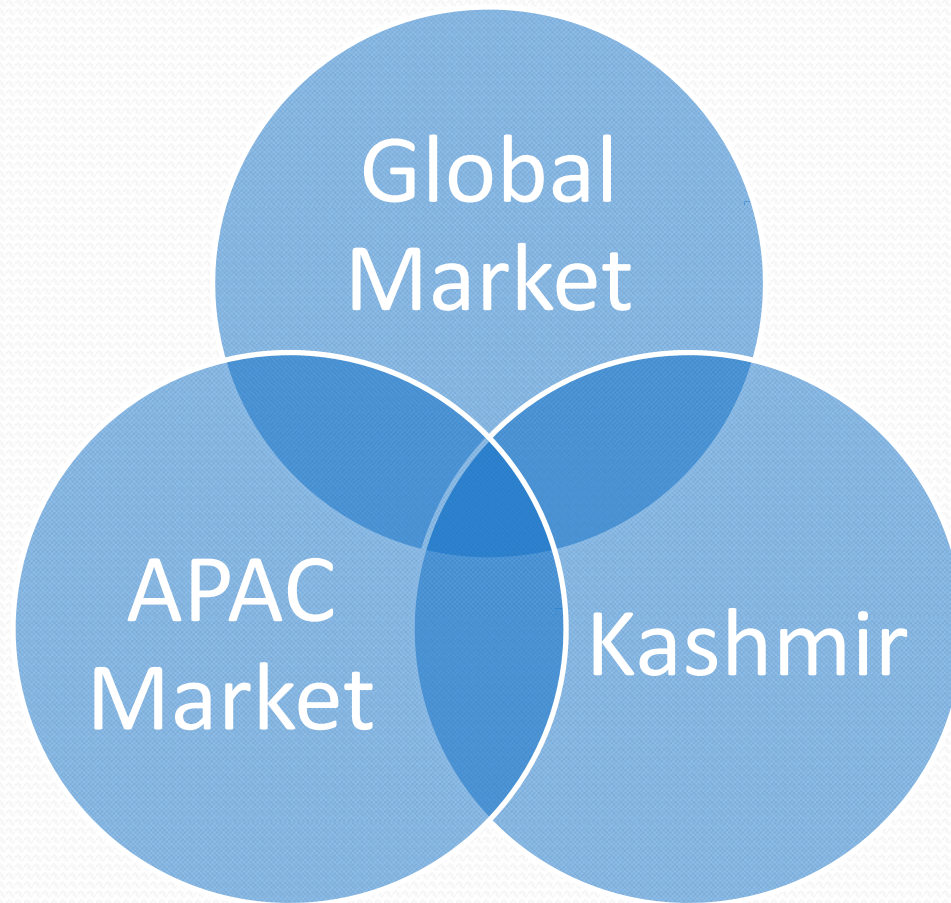
Kashmir Attractions

- ✓ Muslim Community
- ✓ Beautiful Scenery
- ✓ Nice Weather
- ✓ Winter Sports Facilities
- ✓ Handy Crafts and Arts

How Technology can help Tourism?



Our Targets For Promoting Kashmir



Competitors:

What did other countries do?

Tourism Australia has a special program for advertising in Malaysia and has invested a lot so far. They targeted Malaysia for attracting tourists from Malaysia . The name of their program is “There is nothing like Australia”



South East Asia's Great Potential

INTERNATIONAL VISITORS TO AUSTRALIA

for the year-ending June 2013

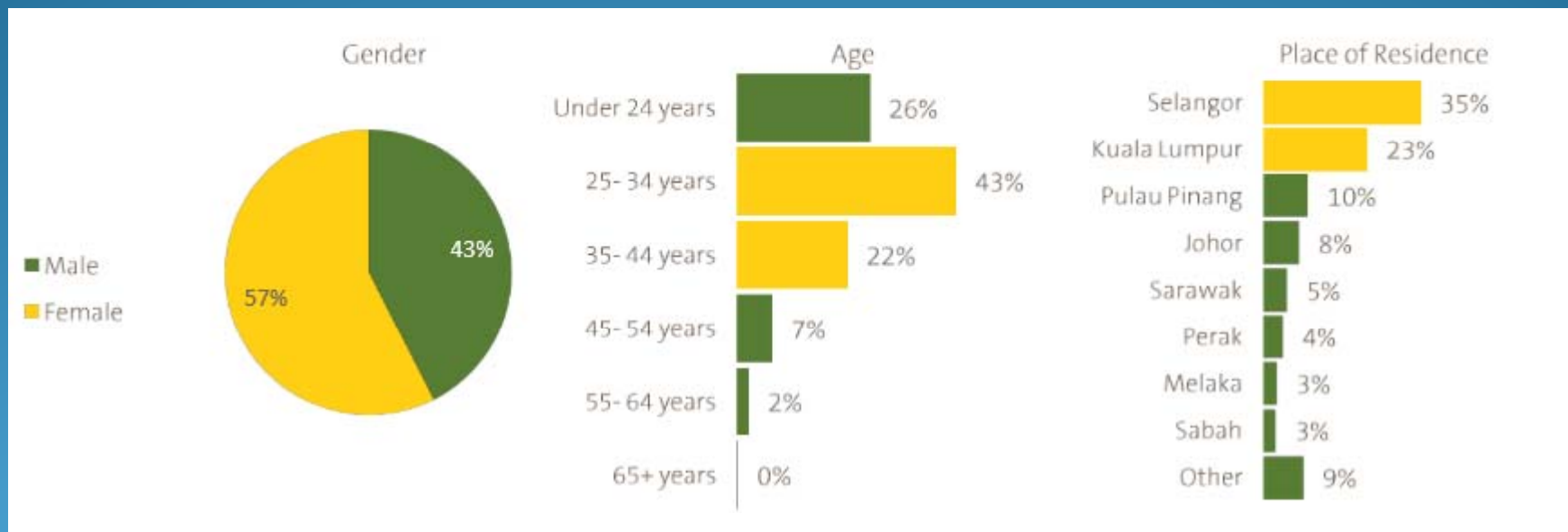
Source: Australian Bureau of Statistics
Access the latest visitor arrival statistics



Market	Arrivals (Year End June 2013)	% Change (Year End June 2013)	% Change (Six months to June 2013)	Spend (A\$000) (Year End March 2013)
Singapore	363,000	+13.5%	+12.9%	\$1,187,427
Malaysia	268,300	+10.3%	+4.8%	\$1,011,370
India	164,000	+7.8%	+6.0%	\$804,251
Indonesia	145,000	+2.5%	-0.9%	\$628,054

Source: Australian Bureau of Statistics & International Visitor Survey (Tourism Research Australia)

Malaysian Tourists in Australia are mostly young and from Highly Developed Areas



Co-Branding

- We will allow in all our stores as well as restaurant branding of Kashmir tourism with space / promotion material display in all the stores



Kuala Lumpur

The sixth most visited city in the world

A Link Between Islamic Culture and Modern world



Malaysia's Potentials

- Malaysia's tourist arrival passed 24 millions in 2012
- Every year more than 9 million tourists visit Kuala Lumpur
- Kuala Lumpur is an urban agglomeration of 7.2 million.



Do you know?

- Malaysia was the 8th country in sending tourists to India in 2011 and 2012.
- In 2011 more than 180,000 and in 2012 more than 220,000 tourists visited India.
- Most of the Malaysian tourists are Muslims.
- Malaysia received more than 25 million tourists last year.

Malaysia is the cheapest and the best place for introducing a destination for tourists



Global E-Commerce Sales

Online Sales in \$Billions, 2011 - 2017

E-commerce market in Asia Pacific

16.7%
YoY Growth Rate

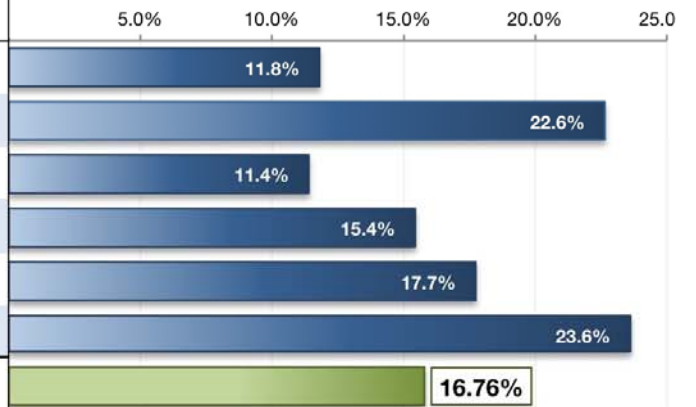
\$ 2,064.3B
2017 Sales

\$ 857.0B
2011 Sales



	2011	2012	2013	2014	2015	2016	2017
North America	327.7	373.0	419.5	469.4	523.0	580.2	640.0
Asia-Pacific	237.8	315.9	388.7	501.6	606.5	708.6	809.2
Western Europe	218.2	255.5	291.4	326.1	358.3	387.9	417.0
Central & Eastern Europe	30.8	40.1	48.5	57.9	64.3	68.8	73.1
Latin America	28.3	37.6	45.9	55.9	63.0	69.6	75.4
Middle East & Africa	14.4	20.6	27.0	33.7	39.5	45.4	51.4
Total:	\$ 856.9	\$ 1,042.9	\$ 1,221.2	\$ 1,444.9	\$ 1,654.8	\$ 1,859.7	\$ 2,064.3

CAGR Growth Rate '11 - '17



Actions in APAC

- ✓ A dedicated website for Malaysia, Singapore , Indonesia and Brunai in Bahasa, English and Chinese which be fit to people's culture and attitude.
- ✓ Promoting this website and Kashmir attraction physically in Exhibitions
- ✓ Promoting this website and Kashmir Virtually in Internet.

Australia Tourism website for Malaysia

Percutian di Australia

Rancang Acara Perniagaan

Media & Industri

Cari laman...



PERIHALAN

Fakta Mengenai Australia

JELAJAHI

Lihat dan buat

RANCANG

Membuat ia berlaku

International
Bahasa Malay

Selamat Datang

Ke laman rasmi pelancongan Australia
di mana anda boleh mengetahui mengapa tiada yang seumpama Australia



[▶ Jelajahi 14 tempat istimewa ini](#)

Amaran Berita - Blue Mountains

Kebakaran di Blue Mountains kemas kini

Pelawat dinasihat untuk tidak melawat Blue Mountains.

[Pelajari lebih lanjut](#)

Kenali mengapa tiada yang seumpama Australia

14 Idea
Percutian
Australia

Jelajahi pengalaman yang unik ini untuk menjadikan percutian impian anda satu kenyataan.

[Ketahuhi Lebih Lanjut](#)

Cari Ejen Pelancongan

Terdapat ribuan pengalaman Australia yang hebat yang anda boleh pilih. Ada kemungkinan, Agensi Pelancongan Pakar Aussie anda telah alami atau merancanginya sebelum ini.

[Pelajari lebih lanjut](#)

Penginapan





Road Shows in Shopping centers and Hotels

- The biggest and the most crowded malls in Kuala Lumpur:
 - KLCC
 - Pavilion
 - Midvalley Mega Mall
 - Golden Horses Hotel

Suria KLCC

Malaysia's premier shopping centre
over 400 shops on 6 floors



Christmas 2012 Cultural Events at Suria KLCC



Fashion Show at Suria KLCC



Mid Valley Mega Mall



Mid Valley Mega Mall

Mid Valley Mega Mall is the biggest mall in Kuala Lumpur



Pavilion Mall

*The most
luxurious mall in
Kuala Lumpur*



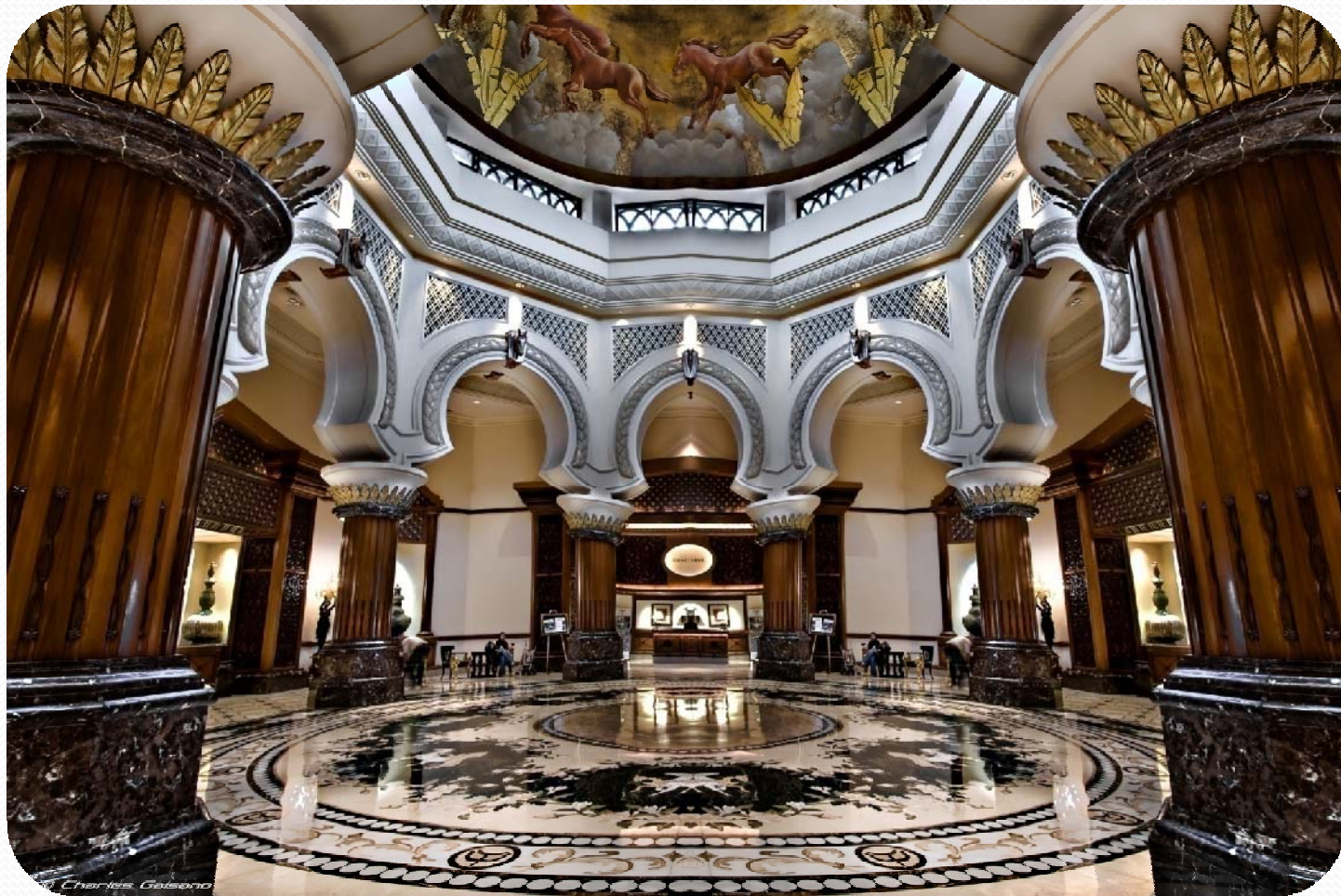
Pavilion Mall



Hotels

- Along with the promotion in the shopping centers we suggest a cultural and cuisine promotion in a hotel near to the shopping centers we will select were the culture of Kashmir as well as the cuisine can be promoted .we could have Kashmir food promotion in the restaurants of these hotels as well have promotion of carpets and handicrafts in their exhibition halls .We could also have a Kashmir food promotion in our restaurant and also in prominent restaurants in other cities .

Palace of Golden Horses Hotel



Palace of Golden Horses Hotel

Introduce Kashmir to the highest class tourists



Flamingo Hotel, By the lake



Actions in APAC

- ✓ Host a reservation system for all facilities in Kashmir including hotels, flights, car rentals, tickets, boats, sports and travel agencies' tours.
- ✓ Host Servers, Datacenters, Payment gateway and Security equipments in Malaysia
- ✓ Welcome packs which promotes Kashmir Mobile App

Actions in Kashmir

- ✓ A mobile app which is introduced to showcase Kashmir interesting places, restaurants and integrated with our reservation system.
- ✓ The app will be designed to synchronize very light and less data with datacenters to work efficiently in even low speed Internet
- ✓ The app can connect to GPS and recommend places near to them.

Actions in Kashmir

- ✓ This mobile app can be advertised in Airport as a welcome pack
- ✓ Improving Kashmir Hospitality Infrastructure
- ✓ Develop a powerful and easy to use CMS for tourism industry
- ✓ Integrate and train tourism industry in Kashmir to how to take advantage from the reservation System
- ✓ A support team which will solve technical issues for users

Improving Infrastructure in Kashmir

- ✓ Providing accommodation match with East Asian's expectations
- ✓ Renovating 120 rooms in 6 different places
- ✓ Upgrade the properties
- ✓ Hiring exclusive professional staff

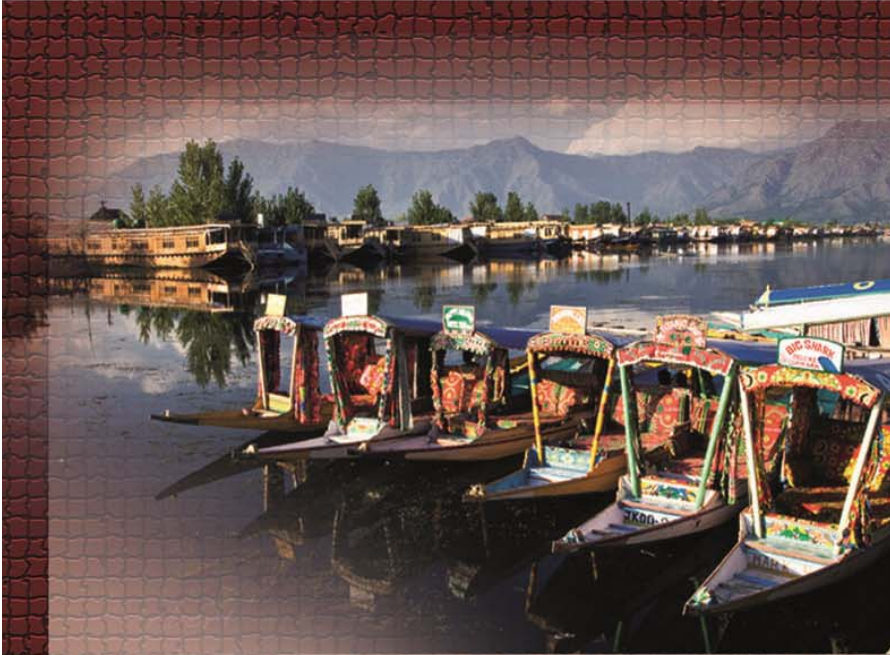
World Wide Actions

- ✓ Enhance the current website Search Engine Optimization
- ✓ Online Marketing



*Cost Analysis Of
Promotion Of Kashmir Tourism
In Malaysia*





To develop the tourist package based on heritage, religion and culture along with emphasis on natural landscape and beauty

Brief:

The promotion of exposure of Kashmir as a tourist destination with an eye catching tag line (to be approved) to attract potential outbound tourists from Malaysia.



Road Show :

We will exhibit the road show in the following manner :

- **Cultural Activity of Kashmir :**

To bring cultural troupe to show cultural music

- **Special Booths for Hotels / Houseboat :**

A representative agency with special promotion for the rooms in Hotel and House boats

- **Handicrafts and Merchandise :**

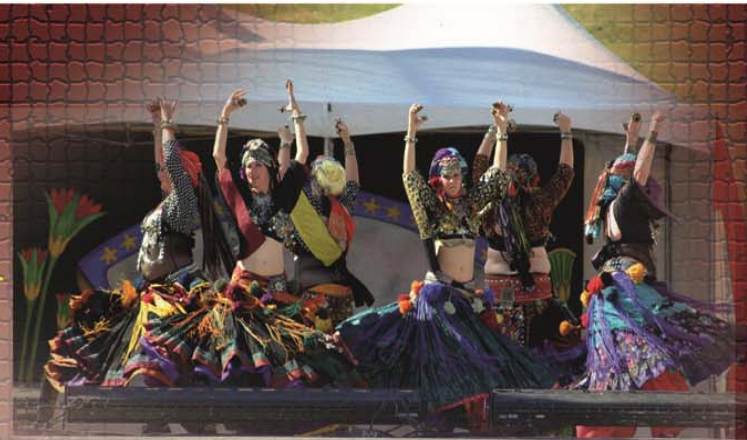
We will promote the merchandise of Kashmir art crafts and art

- **Information Counter :**

To provide necessary information about Kashmir

- **Travel Agents of Malaysia :**

We will select some of the travel agents of Malaysia for Promoting “ Kashmir “





Our Partners:

- Ministry of Tourism of Jammu and Kashmir
- Tourism Department of Kashmir
- Airline: either Air India and Malaysian Airlines or Air Asia.
- Media Malaysia Press Either Star or New Straits Times
- Astro and Local Television Centers

Cost Budget :

■ Construction of Display Show :

The display show will be used same in all the exhibition road shows.

RM 100,000.00

■ Rental of Main Concourse in the Following Shopping Malls :

..... KLCC

RM 80,000.00

..... Midvalley

RM 60,000.00

..... 1 Utama

RM 40,000.00

..... Pavilion

RM 80,000.00



■ Travel and Accommodation expenditure

For actors / staff from Kashmir travel and stay in hotels, including visa, food allowance in Kuala Lumpur.

RM 200,000.00

■ Advertisement

..... *NewsPaper*

..... *Banners*

..... *Talk show*

..... *TV / Media*

RM 200,000.00

■ Local Staff/promoters:

To hire temporary staff who are fluent in Bahasa and Chinese including event manager

RM 20,000.00



Cost Sharing

The cost sharing could be on the following basis:

- Co- branding:
 - 50:50
- Shopping centre road shows:
 - 70% tourism department
 - 30% by us
- Hotel promotions:
 - 70% tourism department
 - 30% by us

KOHIMARAN

www.kohitec.com