

## India Landing Page

### INDIA

**HEADLINE:** Lively and Colorful

**BODY HERO COPY:**

India is a vibrant country filled with a vast array of intriguing sights, sounds, and flavors. From admiring breathtaking monuments to sampling savory cuisines, you will be immersed in a hum of bustle and excitement from the minute you set foot in this sensational destination.

**HEADLINE:** What You Can't Miss in India

**BUCKET 1:**

**Headline:** Taj Mahal

**Subhead:** Romantic Wonder

**Body:**

The Taj Mahal is a symbol of romance to people around the globe. In the 1600s, after losing his beloved wife, a grief-stricken emperor ordered the construction of this marble mausoleum. On your visit, immerse yourself in the spectacular glow and gaze upon the exquisite architecture, intricate gardens, and immense reflecting pool of this world wonder.

**BUCKET 2:**

**Headline:** River Ganges

**Subhead:** Holy Waters

**Body:**

Spanning from the peaks of the Himalayas to the tides of the Indian Ocean, the River Ganges, also referred to as *Mother Ganga*, is a sacred body of water for Hindus around the world. The river serves many purposes, from worshipping and bathing, to fishing and irrigation.

**BUCKET 3:**

**Headline:** Flavorful Cuisine

**Subhead:** Rich and Savory

**Body:**

Indian food is renowned around the world for its vibrant colors, aromatic scents, and zesty flavors. Each dish sparks the senses, whether you're sampling a spicy plate of *vindaloo* or snacking on tasty *chaats*. Embark on a culinary journey and discover this integral part of Indian culture.

**EXPERT ADVICE:**

“India’s residents are still very conscious of social hierarchy (age, academic degree and profession). It is best to greet the oldest individual in a group first, use titles and avoid using first names unless invited to do so, especially when addressing the older generation.”- Diana Ditto, Director of Product Design

**HEADLINE:** Iconic Cities in India**BUCKET 1:****Headline:** Delhi**Body:**

Home to ancient monuments and dynamic cityscapes, Delhi is a beguiling land of contrasts. India’s capital city is the cultural epicenter of the country and boasts a wide variety of fascinating sites and experiences, from breathtaking historical treasures to sprawling spice markets.

**BUCKET 2:****Headline:** Jaipur**Body:**

A royal city known for its enchanting architecture and magnificent palaces, Jaipur is nicknamed the “Pink City” for the hue of the stones used in its buildings. Embark on enchanting sightseeing excursions and admire elaborate courtyards, frescos, marble carvings, and mosaics.

**BUCKET 3:****Headline:** Agra**Body:**

Home to one of the wonders of the world, the Taj Mahal, Agra is a significant cultural hub in India. Take a step back in time when you visit this historic city, that, along with the Taj Mahal, boasts many other culturally significant structures and landmarks, like the Agra Fort and Chand Baori.

**BUCKET 4:****Headline:** Mumbai**Body:**

Mumbai is a thriving metropolis, notable for its cultural areas and famous Bollywood industry. From the minute you set foot in this cosmopolitan city, you will be greeted with a multitude of opportunities for unforgettable experiences, from meandering along markets and art galleries to admiring ancient monuments and spiritual temples.