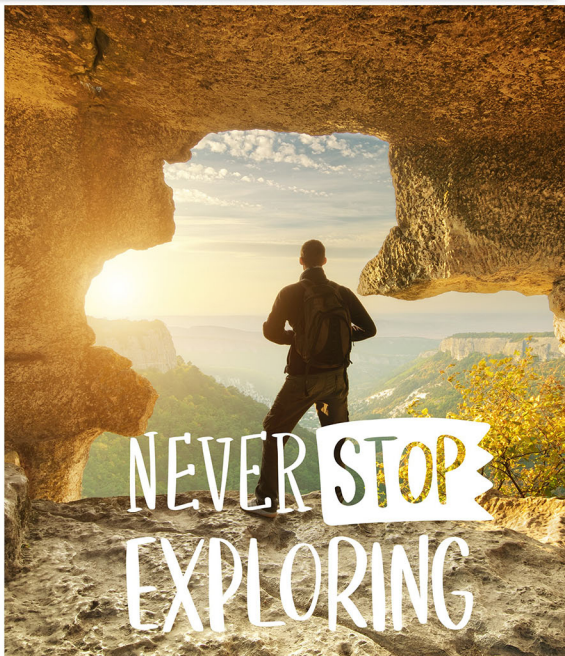




NEXT DRAFT

ICE GROUP INDIA

A P R I L ' 2 1



NEVER STOP
EXPLORING

From the CEO's Desk

MOHIT KHANNA

The travel, entertainment, events and leisure industries were the ones which bore the brunt of the deadly pandemic engulfing the world. The world over people had to stall events, travel plans and celebrations on an immediate basis. Lockdowns were imposed and the world locked down in every sense of the world.

Innovation was the key to success in these very distressing times. The type of trade in which we are engaged in needed us to embrace change so that we could continue being amazing. The team at iCE which has always been my backbone; continued unflinching efforts in supporting the company. They all rose to the occasion and filled in multiple capacities and roles.



We as a team have stood together and have embraced new ways, new methods, new thought processes, new practices and made a foray into those areas where we could continue to offer delight and gratification to our clients. We aspired to offer them complete solidarity and camaraderie in these exceedingly difficult times. The intent was to surpass hurdles together and we have succeeded and how!

Now, the virus is on a rebound and is now inundating the masses more rigorously and forcefully. There is panic and restraint everywhere. Yet, we at the iCE Group believe that we shall all overcome. To quote the famous poet, P.B. Shelly we believe that if winter comes can spring be far behind. There will be a full bloom, gaiety and joy soon.

Till then, stay safe and stay strong!

Love and Peace,

A handwritten signature in black ink that reads "Mohit Khanna".

Mohit Khanna



ICE CONNECT



ICE CONNECT: CONNECTING THE WORLD AND BREAKING THE ICE

The learnings from the pandemic for the world has been that digital is all pervasive. We can move ahead only by embracing all facets of technology. Since the time iCE commenced operations, it has always been a harbinger of change and growth. This pandemic could not deter our verve. We embraced all facets of science and technology and charged ahead.

We branched out and launched our virtual events arm- iCE Connect. This was our move to show our solidarity and support to our clients and let them know that the show will go on for them; through us.

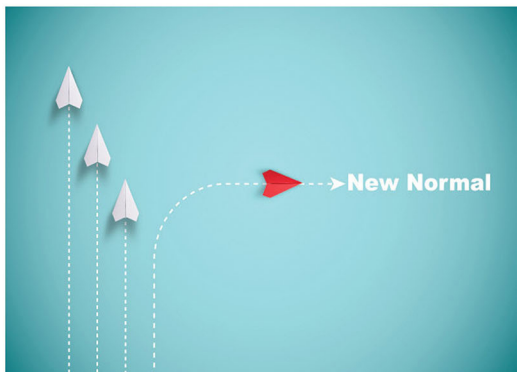


iCE Connect uses the best and most superlative immersive technology to give to the clients a surreal virtual experience. The gamifications used are peerless and the social media amplifications are totally unsurpassed and total out of the world. The clients have a wide array of choose from- we offer to host for them their webinars, dealer and sales meets, augmented reality options for product launches, employee training sessions and the like. We have garnered unmatched expertise in virtual 3 D environments and interactive webinars. We also provide them the most efficient, effective and useful analytical reports which help them understand how far and wide their reach in the virtual domain has been.

With iCE Connect we have made a presence in the real time events space. We are here to help you make a virtual foray.



ADAPTING TO CHANGE



CH AN GE



When the deadly virus took the world into its grip; the luxury sector bore the brunt of it in the ghastliest manner. Suddenly it was all about sustenance and survival. People no longer had money to splurge on unnecessary items. Travel, leisure and entertainment took a back seat. Added to this was the fact that even those who had money had travel restrictions.

In the month of March 2020, the entire world locked down. People were confined to their home turfs. In the forthcoming months, slowly relaxations were made, yet people were still scared to venture out of home; except for work or procuring essential supplies. International frontiers opened too but here the response again was lukewarm.

Now, after a year, people have slowly made peace with the pandemic and are getting accustomed to the new normal way of living. More so now with the numbers of people getting vaccinated increasing; people now have loosened up.

Still, they are willing to travel to places which are reasonable safe destinations, places where the COVID numbers are low and to those places where in general population is low. People now are choosing quality over quantity. People are now fine in taking one vacation a year to hotels where the prices of accommodation and dining are higher than the places where they vacationed in the past. The safety, sanitation and hygiene aspects of the travel saw an unprecedented rise. For those who cannot afford international travel yet; choose road trips over domestic air travel.

Change is the only constant in life and people have adapted to this change and as they say the show is going on!



New Year, New Beginnings

A whole year had passed by and we hadn't ventured out to host a physical event and oh boy, so very jittery we were getting. March 20th and 21st 2021 were the days which ended the very difficult period and we got an opportunity to display our genius and diligence.

We were given the august opportunity of hosting the Winter DOS Conference. Hosting medical conferences have been our forte since the time of our inception. Thus far, we have organized, managed and executive some very prestigious and renowned medical conferences such as AIOC, ANCIPS, DOS, MOSCON, ESC, SICOT, IMS, WPA, APA and WCN with perfect finesse and precision. Still this time around, we knew that it would be a different ball game all together. together. Along with the conference, the health and sanitation aspect were to be given their due share of importance.

And we did it; yet again. The Winter DOS conference was held on 20th and 21st March 2021 at the Ashoka Hotel, New Delhi. As usual we were entrusted the task of managing the occasion, end to end.

Our team sprung into action from the day we got to know of the conference. Liaising with the faculty members, delegates and participants started immediately. This was done both on email and via telephonic calls. Rooms at Hotel Ashoka were booked for the Executive Committee members and the transportation to and from the hotel too had to be overseen by us.

Also, instantaneously we started with getting certificates printed for the awardees and the participants. The proposal for the scheduling of the award presented by us garnered a lot praise. We took care of the artist management bit too very superbly; keeping in mind that these artists are all of ones which great repute and fan following and so we were our most refined selves.

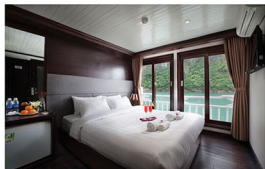
*Trust the
magic
of new
beginnings*

On the day of the conferences, the team was up at the crack of dawn. The style in which we handled the hall management, distribution of certificates and badges and meal coupons had many people commending us. The On-Spot registrations were quite a few and the flow of traffic was exceptionally smooth at these counters.

What we took home from this conference is that no virus could deter our verve and that iCE is always the to-go..



STELLAR CRUISING WITH CORDELIA CRUISES



ICEGroup India; a forerunner in the travel, leisure and hospitality sector made a deep foray into the clear blue high seas. India being a peninsula is bounded by water on three sides and this was a great point to leverage upon. The company also knew that being homebound for almost a year; its revered clients were looking for opportunities to go out, have fun and unwind without inviting any risks of the contracting the deadly virus.

With cruise travel, they knew that they could provide all this much more and thus they partnered with sailing soiree specialists- Cordelia Cruises; keeping in mind and at heart; the needs and requirements of their patrons.

When vacationing on a cruise, the cruisers are offered the most opulent, lavish and bespoke hospitality options. The tranquil, placid and serene environs soothe the minds of the vacationers. Also, the most superlative safety precautions are deployed here, and travelers' health and wellbeing are given utmost priority while making no compromises with the glitz and glory.

Cordelia Cruises promise to offer a quintessential unsurpassable experience to their excursionists. The cruiser liners sparkle with splendor and grandeur. From the magnificent and state of the art cabins which have the best of amenities, to the chic and happening night clubs, to the most captivating Casinos, to best entertainment options for kids and teenagers, to the most gastronomically delightful dining and wining options from all over the world; Cordelia Cruises offer you a retreat which is laced with comfort, relaxation, indulgence and extravagance.

Travel Terminus



Aries

You the Rams are forever on the move. You like to have leisure breaks while not missing out on important meetings. A trip to a major hustle bustle city like NYC or London is best suited for you. Afterall, the night life here will work in tandem with your work life.



Cancer

The crabby Cancerians are happy where there is water. A vacation to the seaside is you go-to whenever you wish to rejuvenate yourselves. Plan a trip to Maldives or Australia if you wish to invigorate your souls and spirits to brace yourselves for hectic work ahead.



Taurus

Gastronomic delights of the place are what you take into major consideration before planning your destination. As each place as own unique cuisine and palette to offer, so the delectable fares of the world are calling you!



Leo

The Leonine lions love to wine and dine in luxury. Only the fanciest of the fancy classy vacations will do for you. A trip to the fashion capital of the world- Paris is what you need to marvel at style and elegance while getting pampered silly.



Gemini

Hullabaloo and flashlights beckon you always! Vacations laced with fun and thrill and/or meeting celebrities are your type of vacations. The Gemini twins should plan holidays to destinations where all the action is like LA or Hong Kong!



Virgo

Practicality is the buzz word for Virgos when planning a vacation. The Virgo virgins are more enamored by the amenities at the hotel rather than the place itself. They do their homework on the place where they would stay before making their reservations. The Kids' area, the pubs, swimming pool, the gym, etc appeal more to you than the place itself.

Travel Terminus



Libra

The balanced Librans only have one aim in mind when they plan their getaways. They want to mingle and socialise with people while they break from their mundane routines. You Librans are comfortable in any corner of the world just as long as you have people to spread your charm on.



Capricorn

Capricornians do everything with elegance and grace. They are willing to have only one vacation an year but are unwilling to compromise on the extravaganza and grandeur. Both the destination as well as the resort have to be magnificent and glorious to catch the careful Goat's eye.



Scorpio

Just like Cancerians, the sultry Scorpions need to be close to water to be in their element. Cruising in the high waters gives them a high which no fancy luxurious destination could. The Oceans and seas summon them to come and get mesmerised by the ebbs and the tides.



Aquarius

The water beavers are eager beavers too. They are very deeply fascinated and intrigued by world cultures. They too do not want to visit run of the mill destinations. Lesser known and explored destinations are the places for you.



Sagittarius

A routine vacation is definitely not the thing for you. Adventure calls out to you and you want to do thrilling activities like bungee jumping and sleeping under the stars. You Sagittarians are always on the go and can post your canopy anywhere.



Pisces

The Piscean fishes look for solitude, peace and quiet when they plan a getaway. The scenic beauty of a place is what draws them. The company of your loved ones in a picturesque location is sufficient to recharge your batteries.

Po, Sanu
SNEAK PEAK

A Sneak Peek into me:



1. My loved ones call me: **Po, Sanu**
2. I am a: **Gemini Gem**
3. The subject I hated the most at school: **Maths, without a doubt**
4. The strangest place I have fallen asleep has been: **Not strange. It was in the Metro. I woke up at the last station after the guards woke me up.**
5. My first celebrity crush was on: **Brooke Shields**
6. My pet peeve is **Pet dog sniffing the privates, especially in public.**
7. The animal I resemble the most is **Sea Otter**
8. The song which is on my lips these days is: **Sabka Katega Raam (Bodhi Tree)**

PUT ON YOUR TRAVELING CAPS!!!

- 1. Which is the only continent to have no ants?**
a. Africa b. Australia c. South America d. Antarctica
- 2. What was Ho Chi Minh City previously called?**
a. Saigon b. Hanoi c. Hued. d. Da Nang
- 3. What country's flag is white with a big red circle?**
a. Portugal b. Japan c. China d. Indonesia
- 4. By land area, which is the biggest state in the USA?**
a. California b. Texas c. Alaska d. New Mexico
- 5. How many countries are members of the United Nations?**
a. 139 b. 193 c. 202 d. 175
- 6. Which country was the Lord of The Rings trilogy filmed in?**
a. New Zealand b. Russia c. UAE d. Mexico
- 7. Name the largest art museum in the world?**
a. USA b. Vatican City c. France d. UK
- 8. In which country did cheesecake originate?**
a. Turkey b. Greece c. USA d. Germany
- 9. Which London hotel's address is 150 Piccadilly?**
a. The Ritz b. Conrad c. Claridge's d. Langham
- 10. How many lion statues are there at Trafalgar Square?**
a. Six b. Three c. Two d. Four



Do not take off your traveling caps. Keep looking out for this space, next month for the answers. Until then, So Long, Farewell!



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