

TRAVEL AND HOSPITALITY

Taj Hotels debuts Bollywood-inspired musical campaign

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Taj Hotels latest video is a jaunty musical number inspired by Bollywood. Image credit: Taj Hotels

By DANNY PARISI

Indian hospitality chain Taj Hotels is promoting its worldwide destinations with a Bollywood-flavored musical video campaign.

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The short film showcases some of the features and accommodations the hotel chain provides at its many locations around the world. Notably, the video is entirely presented in a theatrical song and dance number.

Bollywood

Taj Hotels is one of the largest hospitality chains in India and has been instrumental in bringing more travelers to the country.

The hotel chain, despite having locations around the world, considers Indian culture a pillar of its aesthetic and desired customer experience.

This love for its heritage has even infused into Taj Hotels' marketing, as evidenced by a new short film the company released inspired by the elaborate musical numbers of Bollywood films.

The video, titled "Many Goas, One Taj" is set in and around various Taj Hotel locations and features the staff of the hotels singing a jovial song about being able to fulfill any request that a customer may have.

Taj Hotel's video begins with a woman coming back to her hotel room late at night and calling room service for breakfast to be brought to her. The staff jovially sing about the pleasure they take in fulfilling any request as the video then sweeps along from scene to scene of staff providing customers with unique experiences and amenities.

Many Goas, One Taj

Musically, the song is dynamic and has multiple sections in different tempos and moods with different instrumental parts to differentiate each part.

Throughout the short film, the performers act out elaborate choreography in complex formations, echoing the visual splendor of a classic Bollywood film.

Taj Hotels uses the musical setting to highlight some of the specific experiences it offers, including rappelling down a mountain, relaxing on the beach, eating gourmet Indian food and listening to musical performances.

Cultural paeon

This is not the first time Taj has dipped into Indian culture and history for its marketing.

Most notable, the brand celebrated the 70th anniversary of India's independence from Britain earlier this year.

To commemorate India's 70th year of independence, Taj recreated the menu served at the original celebration it held in 1947. The special menu along with Indian tricolor illumination will be present throughout a variety of Taj hotels until the end of the month ([see story](#)).

The new campaign also comes just a few months after Taj Hotels rebranded its properties to be more unified.



Taj Hotels' restaurants. Image credit: Taj Hotels

In the past Taj operated as three different brands for its hotels, but that has all changed with a new architecture branding that brings all locations under one name. Now known as Taj Hotels Palaces Resorts Safaris, each hotel will be assigned a specific group and cater to that theme ([see story](#)).

The company's reverence for Indian culture and history has served it well over the decades, providing one of the most popular destinations for international travelers in India and around the world.

With its new Bollywood-inspired short film, the company is showing a more lighthearted side while remaining true to its Indian roots.

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