

TRAVEL AND HOSPITALITY

## Taj honors service members during anniversary celebrations

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*The Taj Mahal Palace in Mumbai, India. Image credit: Taj Hotels*

By SARAH RAMIREZ

Taj Hotels Resorts and Palaces is celebrating Indian Independence Day by honoring service members in an effort that shows the hospitality brand's pride in its heritage.

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A new video campaign showcases what India has to offer visitors, with extra appreciation for "those who put service above all else." In honor of the occasion, all serving and retired Indian Armed Forces personnel can receive discounts of up to 50 percent at all Taj Hotel locations.

**Taj Hotels** was reached for comment.

### **Celebrations and gratitude**

On social media, Taj shared a short film that shows the cultural and geographic diversity that its home country has to offer.

It opens with a sweeping shot of the snowy Himalayas as it introduces India as "the cradle of civilization." The subtitles throughout the video are in orange, white and green text, which reflects the colors of India's flag.

*Taj Hotels is commemorating 71 years of Indian independence*

Scenes from various locales around India alternate with shots inside different Taj Hotels. Among the activities and sites shown in the video are yoga, dancing, temples and the Taj Mahal.

The montage ends with the exterior of the Taj Mahal Palace, Mumbai illuminated in the iconic Indian tricolor.

*Taj Hotels salutes armed forces personnel with a new video*

Another video in the same style praises the Indian Armed Forces. Footage of the navy, air force, army and coast guard is included, as well as a traditional military parade.

Along with reduced room booking prices until Aug. 17, service members can take advantage of discounts at restaurants, stores and spas through Oct. 15 without having to book hotel stays.

## Indian heritage

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 infused into Taj Hotels' marketing, as evidenced by a short film the company released inspired by the elaborate musical numbers of Bollywood films.

The video, titled "Many Goas, One Taj" was set in and around various Taj Hotel locations and featured the staff of the hotels singing a jovial song about being able to fulfill any request that a customer may have ([see story](#)).

Similarly, last August, Taj commemorated India's 70th year of independence by recreating the menu served at the original celebration it held in 1947. The special menu along with Indian tricolor illumination was present at a variety of Taj hotels for the month ([see story](#)).

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