

# Singapore Tourism Board partners with Zomato to bring a taste of authentic Singapore food to Indian audiences

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The Singapore Tourism Board (STB) has partnered with Zomato for Zomaland Season 2, a multicity food and entertainment carnival which will be organised across ten cities: Mumbai, Bangalore, New Delhi, Pune, Hyderabad, Jaipur, Chandigarh, Kolkata, Ahmedabad and Chennai. This association is an integral part of STB's efforts to engage foodies in India. The second edition of Zomaland will see a designated "Singapore Experience Zone" by the Singapore Tourism Board where visitors will get to sample authentic Singapore cuisine, including food by Michelin-starred Liao Fan Hawker Chan\* (formerly known as Liao Fan Hong Kong Soya Sauce Chicken Rice & Noodles) and Nasi and Mee, a popular restaurant chain in India offering Singaporean dishes. The Zone will present attendees with fun and interactive games and opportunities to take photos against iconic visuals of attractions in Singapore and the Merli mascot.



Speaking about this association with Zomato, GB Srithar, Regional Director - India, Middle East & South Asia (IMESA), Singapore Tourism Board said, "We are happy to partner with Zomato, for the very first time, to engage the Indian audiences on a favourite topic that both Indians and Singaporeans are passionate about - food. As part of our continuing efforts to engage the Indian consumers in innovative ways, we look forward to participating in this important consumer outreach initiative across ten cities. In line with our brand Passion Made Possible, we will highlight culinary offerings, appealing to the Foodie passion tribe. We look forward to engaging families and young Indians through this lifestyle, events, entertainment and food event series."

The STB has in the recent months rolled out a series of activities to engage the Foodies, including a series of webisodes highlighting the culinary offers in Singapore. Speaking about its partner-participation in Zomaland, Ms Lim Si Ting, Area Director, India and South Asia who is spearheading the project, said "The Singapore Experience

Zone at Zomaland will bring the flavours and glimpses of Singapore food and entertainment to audiences across the ten cities. In some of the cities, audiences will get to taste Michelin-starred Hawker Chan's famous chicken rice in bite sizes and Nasi and Mee's Singaporean delights. . The zone's fun and engaging activities are aimed at enticing attendees to come and live up their travel passions in Singapore."

Chaitanya Mathur, Global Head, Events, Zomato, adds “With Zomaland, our endeavour has always been to put together an experiential delicacy, with something for everyone, under a single roof. We are thrilled to have Singapore Tourism on board as our partners, and are looking forward to recreate the garden city with a Singapore Experience Zone, across the 10 cities we visit this time. Their culture is known to have so many diverse yet unifying influences - be it Malay, South or East Asia and even Eurasian. It is going to be a delight to witness how they marvel our patrons at Zomaland with their culinary offerings.”

This year, Zomaland’s packed events calendar will host two formats - Zomaland and Zomaland Picnic. While Delhi, Mumbai, Bengaluru, Hyderabad and Pune will turn into carnival cities; Jaipur, Chandigarh, Kolkata, Chennai and Ahmedabad will join the party with food, fun and frolic visiting their city in the form of a two-day mini carnival, Zomaland Picnic.

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