

ROAMIX JOURNAL

FROM HORIZON TO HEARTBEATS

VOL. 04



Founder's Vision Statement

At Tanarix Private Limited, our story began with nothing more than a laptop in the hills and a dream. We—Tanmay Das and Arindam Sinha Babu—set out not just to build another travel company, but to create a bridge where technology meets the human spirit of travel.

Through Himalayan Rhapsody, we started by showcasing India's hidden treasures—homestays, treks, and authentic community experiences from the heart of the Himalayas. But our dream didn't stop at India's borders. With the launch of Roamix International, we are now taking Indian travelers to the world, and at the same time, introducing global travelers to India's unexplored destinations. For us, travel is about more than places. It is about stories, connections, and upliftment. With the right tools, even the smallest homestay can welcome the world, and even the most remote village can become part of the global tourism map.

Tanarix and Roamix together are not just ventures—they are an aspirational dream. A dream of building a future where travel is inclusive, sustainable, and deeply human, connecting people and cultures across borders.

- Tanmay & Arindam

Co-founders, Tanarix Private Limited | Roamix International

TANARIX TEAM



Arindam Sinha Babu
Co-founder & Director



Tanmay Das
Co-founder & Director



Dipanjan Banik
Graphics & Media Head



Lipika Bhattacharyya
HR



Rikta Roy
Sales Head, Darjeeling & Sikkim



Debopriya Kundu
Office Coordinator

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Editor's Note

ROAMIX
JOURNAL

Welcome to the 4th Edition!

Welcome to the second edition of **ROAMIX JOURNAL** – a heartfelt, non-profit initiative co-authored by Tanmay & Arindam. Our mission is simple: to celebrate travel in all its forms, connect Indian destinations with the world, and bring authentic voices from the travel trade together. This month, we set the tone with “**Himachal Highlights**”, bringing the majestic mountains and hidden gems of the region. We take you from an ever glittering Shimla to the serene hidden land of Kinnaur. On the global front, we explore **Abu Dhabi**—its flavors, landscapes, and festivals. Along the way, you'll find inspiring wedding destinations, insider travel hacks, and a guest feature blog that captures the soul of storytelling.

ROAMIX JOURNAL is not about selling travel—it's about sharing it. Through photos, essays, and voices from both travelers and communities, we hope to build a bridge between people, places, and the businesses that make journeys possible. This is just the beginning. Come travel with us.



Travel has always been about stories, connections, and experiences—but in today's world, technology plays a silent yet powerful role in how we discover and share those journeys. At Roamix Journal, my focus is on the travel-tech side of things—how digital tools, platforms, and innovations are shaping tourism in India and across the globe. This journal is not about business; it's about building bridges. We want to make Indian destinations more visible to the world, and at the same time, open doors for global travelers to explore the lesser-known gems of our country. Through technology, we can help small travel businesses, homestays, guides, and local communities tell their stories more effectively. Roamix Journal is a non-profit initiative, driven only by passion. For me, it's about using tech as a communicator, a connector, and a storyteller—so that the beauty of travel reaches where it truly belongs: to people's hearts.



Travel, at its core, is about feeling. The way a mountain sunrise can humble you, the way a street food stall in a small town can tell you more about culture than any guidebook ever could—these are the experiences I want to share through Roamix Journal.

While Tanmay brings in the travel-tech perspective, my focus will always be on the human side of journeys. The sights, the flavors, the encounters with locals, the hidden corners that often go unnoticed—these are the treasures we want to highlight.

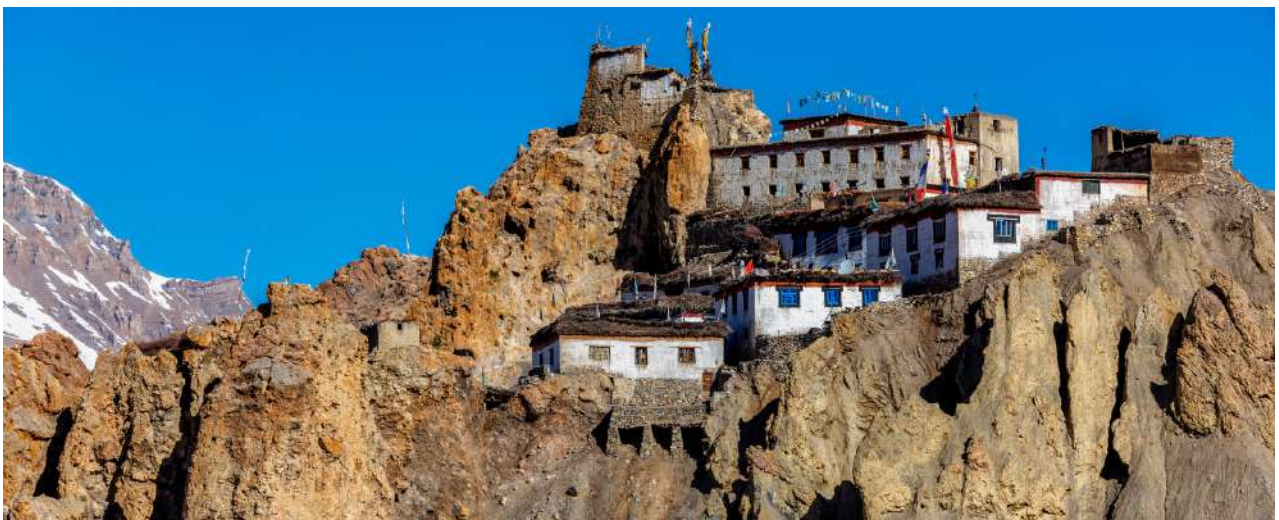
This journal is non-profit and heartfelt. It isn't about selling packages or destinations, but about promoting India to the world, and bringing the world closer to India. We also aim to be a voice for the travel trade, connecting communities, businesses, and travelers in meaningful ways. Roamix Journal is a storyteller's canvas. And my promise is to fill it with experiences that make you want to pack your bag, step out, and live the journey for yourself.



Himachal Highlights

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Spotlight of the majestic land!





Tirthan Valley: Where the River Sings

Cradled within the Great Himalayan National Park, Tirthan Valley is one of Himachal's most pristine hideaways — a place where emerald forests, crystal-clear rivers, and quiet mountain villages come together in perfect harmony. Named after the shimmering Tirthan River that flows through it, the valley is a sanctuary for nature lovers seeking peace, purity, and untouched Himalayan beauty. What makes Tirthan Valley truly special is its soothing, unfiltered wilderness. The river glides softly over smooth stones, trout dance in its icy waters, and mist rises gently from dense pine forests at dawn. Whether you're walking through sunlit trails, sitting beside wooden bridges, or listening to birdsong echo through the hills, every moment here feels unhurried and deeply calming — like a breath the mountains take for you. Whether you're exploring the hidden waterfalls, capturing moments of golden sunlight over the valley, or simply sitting by the riverbank with your feet in the cold, clear water, Tirthan offers a sense of stillness that touches the soul. For travelers searching for tranquility, raw beauty, and Himalayan magic — this is where Himachal quietly reveals its heart.

Jibhi: The Forest-Cradled Whisper

In the quiet folds of Himachal's Banjar Valley, Jibhi rests like a hidden whisper of the mountains — untouched, unhurried, and wrapped in the serenity of cedar forests. Often called a secret escape, this sleepy village blends wooden architecture, emerald rivers, and misty trails into a landscape that feels both ancient and intimate. The charm of Jibhi lies in its simplicity. Stone pathways lead to old Himalayan houses, waterfalls tumble gently over mossy rocks, and the Tirthan River flows with a music that softens every thought. The forest trails — weaving through pine, oak and wildflowers — open into viewpoints where the world feels endlessly quiet. The tiny cafés, warm homestays, and friendly locals add to its soothing warmth. Today, Jibhi is cherished not for monuments but for its ability to heal and inspire. Whether it's the magical Jalori Pass, the ancient Chaini Kothi tower, or simply the sunlight drifting through the woods, Jibhi offers memories that linger. Walking along its riverbanks, visitors feel a deep sense of peace — as if the valley has quietly welcomed them home.



KASOL, HIMACHAL PRADESH

Homestay Highlight

Cozy Homestay You'll Fall in Love With!



Homestay Highlight

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Jungle Hostel Whoopers *by*

Your perfect jungle abode!

Tucked in the pine-scented heights of Kasol, **Jungle Hostel by Whoopers** is where mountain mischief meets riverside calm—a place that's equal parts cozy hideout and unapologetic vibe. The hum of the Parvati River sets the backdrop, but the real rhythm comes from backpackers swapping stories and playlists floating through the air.

From quirky murals to common rooms overflowing with beanbags and banter, nothing here tries to be subtle. Dorms and private rooms keep things comfy without dulling the adventure—soft beds, warm lights, and windows framing those broody Himalayan peaks like they're posing just for you.

Mornings start slow, with chai that somehow tastes better simply because you're drinking it above the rest of the world. Spend the day café-hopping through Kasol, wandering cedar forests, or just lounging by the river pretending to plan a trek you may or may not actually take.

But evenings? That's when Jungle Hostel hits its stride. Fairy lights flicker, the bonfire crackles, someone's strumming a guitar, and strangers turn into friends faster than you can say "Whoopers." The whole place buzzes with that irresistible travel magic.

At its core, Jungle Hostel by Whoopers is an attitude—playful, sassy, and impossible to forget. Whether you're a solo wanderer or a group of chaos-loving friends, this is your mountain playground where every day is a blend of chill, charm, and cheerful madness.

The Journey to Kasol's Jungle Hostel

The journey to Jungle Hostel by Whoopers is a mini-adventure—winding through cedar forests, mountain bends, and fresh Himalayan air. Every turn offers glimpses of snow-dusted peaks, bustling hill cafés, and the flowing Parvati River guiding you toward Kasol's laid-back charm.

From Bhuntar (Kullu) Airport:

About 31 km away, the drive takes 1 to 1.5 hours. The road traces the Parvati Valley, with riverside views, deodar trees, and small hill villages leading you into Kasol. As you near town, colorful cafés and shops point the way to the vibrant hillside vibe of Jungle Hostel by Whoopers.

From Kullu/Manali:

Roughly 75 km from the hostel, the 2-3 hour drive winds through scenic curves and postcard landscapes. The wilderness gradually blends into Kasol's quirky market streets, and a short climb from the main market brings you right to the hostel's energetic doorstep.

From Kasol Bus Stand/Market:

Just 5-10 minutes away by foot or vehicle, the path leads uphill past cafés, shops, and the scent of pine in the air. Long before you arrive, you'll hear the faint hum of music and laughter—the signature Whoopers welcome.

Reaching Jungle Hostel by Whoopers feels less like checking in and more like entering a mountain-loving, backpacker-friendly hub where good vibes begin the moment your journey ends.

Amenities



Riverfront Property



Organic Foods



Hostel Stay



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Kinnaur: land of the fairies



Kinnaur: an untouched jewel of Himachal

Drifting with the cold mountain breeze...

If you've ever dreamed of experiencing the untouched soul of the Himalayas, Kinnaur is your perfect escape. With its blend of ancient culture, dramatic cliffs, and serene riverside villages, it offers a rare glimpse into Himachal's most breathtaking and offbeat beauty.

Key Highlights of Kinnaur

Kinnaur Kailash Range: Majestic snow-crowned peaks that dominate the skyline and offer breathtaking views.

Apple & Apricot Orchards: Lush valleys dotted with vibrant orchards, especially stunning during bloom and harvest seasons.

Traditional Kinnauri Villages: Timber-and-stone houses, intricate wood carvings, and warm mountain hospitality.

Ancient Monasteries & Temples: Sacred sites like Kalpa Monastery and the famed Shivling rock, blending spirituality with Himalayan serenity.

Rivers & Valleys: The Sutlej and Baspa rivers carving through deep valleys, perfect for scenic drives and quiet escapes.

Things to Do on Kinnaur

Kinnaur is not just a place to visit — it's a journey through Himalayan culture, landscapes, and quiet moments of mountain magic. Here's what you can experience:

Explore Traditional Villages: Walk through heritage villages like Kalpa, Sangla, and Rakcham to witness local architecture, apple orchards, and everyday Himalayan life.

Visit Ancient Temples & Monasteries: Seek peace at the Kalpa Monastery, pay a visit to the mystical Kinnaur Kailash Shivling, and explore centuries-old wooden temples.

Scenic Drives Through Valleys: Enjoy breathtaking routes along the Baspa and Sutlej valleys, where every turn reveals mountains, forests, and terraced fields.

Walks & Easy Hikes: Wander through orchards, pine forests, and riverside trails ideal for photography, fresh air, and experiencing Kinnaur's calm.

Best Season

March-June: Ideal for road trips, sightseeing, and enjoying blooming orchards and pleasant weather.

September-November: Crystal-clear skies, stunning views of snow-draped peaks, and perfect conditions for photography.

December-February: Winter brings heavy snowfall in many regions; beautiful but challenging due to road closures.

Visitors can explore charming villages, walk through vibrant apple orchards, visit ancient monasteries, and enjoy peaceful riverside trails — all set against the dramatic backdrop of towering Himalayan ranges.

How to Reach Kinnaur

Kinnaur lies around **230-250 km from Shimla**, connected by the scenic Hindustan-Tibet Road (NH-5). Travelers usually take a private car, taxi, or Volvo bus till Reckong Peo or Kalpa, with the journey taking 7-10 hours depending on road conditions. The route winds through pine forests, deep valleys, and the stunning Sutlej River gorge, making the drive as breathtaking as the destination itself. Many travelers combine Kinnaur with nearby regions like Sangla, Chitkul, and Nako for a complete Himalayan circuit.

Nearest Airport: Jubbarhatti Airport, Shimla (approx. 250 km from Kinnaur).

Nearest Railway Station: Shimla Railway Station (connected by road to Kinnaur).

Approximate Cost

A trip to Kinnaur, including transport, local sightseeing, and stays in homestays or hotels, usually costs ₹2,500-₹4,500 per person per day, depending on season, accommodation, and travel mode. Guided excursions to villages, monasteries, and high-altitude viewpoints may add extra charges.

Why It's a Go

Kinnaur is more than a Himalayan destination — it's an experience of pure mountain magic. From apple orchards and ancient monasteries to dramatic valleys and snow-draped peaks, every corner feels untouched and timeless. The region's peaceful villages, rich culture, and breathtaking landscapes make it perfect for nature lovers, photographers, trekkers, and anyone seeking an offbeat escape far from the usual tourist crowd.

Key Highlights



Short Hikes



Serene Mountains



Scenic Views



Historic Tours



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DESTINATION WEDDING DIARIES

DREAM VENUE FOR YOUR “I DO”

DREAM VENUE FOR YOUR “I DO”



Dream Your Wedding & We Make it Royal...!

Sun on your face, pine in the air, and the mountains whispering old-world secrets — Shimla British Resort is nostalgia wrapped in pure, irresistible charm. It's the kind of place where glances linger by crackling fireplaces, conversations soften over warm cocoa, and romance feels like it has slipped straight out of a vintage novel.

Picture this — a grand heritage walkway for your aisle, oak trees standing like proud witnesses, and the crisp mountain breeze teasing your dupatta with royal mischief. As the sun dips behind the hills, the sky blushes, glasses clink, and the night takes its sweet, seductive time to unfold.

Every nook here has a story, and every corner flirts with elegance — candlelit dinners beside old stone walls, whispered strolls through manicured lawns, and verandas that seem built for stolen moments and soft laughter. Shimla British Resort doesn't just host weddings — it scripts them, in bold strokes of charm and timeless romance.

Come fall in love, slow down the hours, and let the hills play matchmaker for you.

An Intimate Christian Wedding in the Hills – Shimla British Resort

At Shimla British Resort, Christian weddings glow with quiet elegance — intimate, heartfelt, and wrapped in the peaceful charm of the mountains. Perfect for up to 50 guests, this heritage retreat turns your celebration into a warm, timeless memory.

Day 1: Arrival & Cozy Pre-Wedding Evening

Guests arrive to warm cocoa, spiced apple cider, and soft hymns floating through the colonial corridors. A relaxed pre-wedding gathering unfolds in the courtyard or lawn, with floral décor, light snacks, and mountain views. As evening sets in, fairy lights and a gentle bonfire frame a soulful music night with acoustic worship and blessings from loved ones.

Day 2: The Ceremony & Elegant Reception

The wedding begins with a serene church-style lawn ceremony — white drapes, pastel flowers, wooden seating, and a floral arch overlooking pine-covered hills. Scripture readings and vows create a sacred, cinematic moment.

At sunset, the reception glows with warm lights, soft music, and a comforting continental-Himachali menu. A first dance under the stars, cake cutting, and cozy conversations bring the celebration to a beautiful close.

✦ Shimla British Resort makes every Christian wedding feel blessed, intimate, and unforgettable — just the way a mountain wedding should be.

Nestled amid tall pines and colonial-era architecture, Shimla British Resort blends old-world charm with modern comfort in the heart of the Himalayas.

Rooms: Elegant heritage rooms featuring wooden interiors, vintage décor, and serene views of cedar forests and rolling hills.

Dining: Warm, inviting restaurants serving classic Continental dishes, Himachali flavors, and cozy winter-friendly meals perfect for the mountain climate.

Event Spaces: Charming lawns, stone courtyards, and intimate indoor halls ideal for weddings, receptions, and private gatherings.

Location: Situated close to Shimla's iconic attractions like Mall Road, Annandale, and the Viceregal Lodge — perfect for leisurely strolls and sightseeing.

✦ Shimla British Resort — where heritage meets hillside elegance.



Guest Feature

Article by Mrinmoy

Bali's Island Magic: A few weeks ago, I had the chance to visit Bali, and it truly felt like stepping into a paradise. Walking through the emerald rice terraces of Ubud and visiting ancient temples like Tanah Lot and Uluwatu was absolutely mesmerizing — like stepping into a dream. Cruising along the coast at sunset, with waves sparkling under golden skies and palm trees swaying gently, was pure magic. Exploring vibrant markets, serene beaches, and hidden waterfalls gave me a perfect blend of culture, adventure, and tranquility. Every moment in Bali was filled with beauty, charm, and warmth — an experience I'll always treasure.

Bali Evenings: One of the most unforgettable experiences in Bali was watching the sunset at Tanah Lot Temple. As the waves crashed gently against the rocky shore, the sky turned shades of gold and crimson, and the temple silhouetted against the fading light looked magical. A soft breeze carried the scent of the sea, and the distant sound of traditional gamelan music added to the serene atmosphere—it felt timeless and peaceful, like the soul of Bali itself.

Another incredible moment was walking through the emerald rice terraces of Ubud. The terraces stretched endlessly across the hills, with farmers tending their fields in quiet rhythm, and the early morning mist rising gently from the valleys. It's hard to put into words the feeling of being surrounded by such natural beauty and vibrant culture. Both experiences captured the magic, serenity, and enchanting spirit of Bali, leaving me deeply moved by the island's timeless charm.

Quest Feature



Article by Mrinmoy

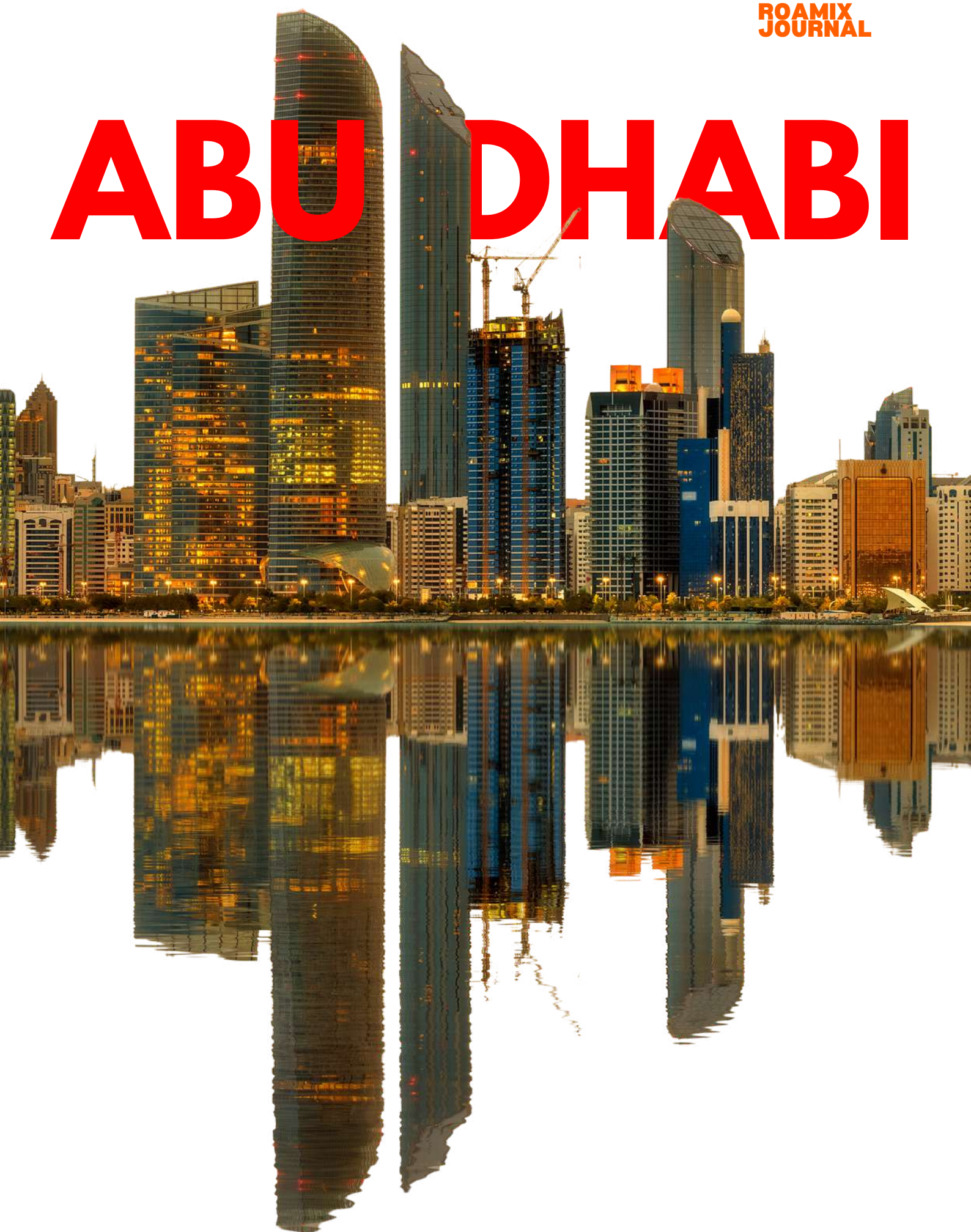
Khan El Ubud Market – The Vibrant Heart of Bali:

After exploring Bali's stunning landscapes, I wandered into Ubud Market, the island's legendary marketplace that feels alive with local culture. The narrow lanes were filled with the sounds of vendors calling out, the aroma of incense and spices, and the vibrant colors of handwoven fabrics, wooden carvings, and intricate jewelry catching the morning light. Every corner revealed treasures — from traditional masks and silver jewelry to colorful sarongs and handmade crafts. As I strolled through the bustling lanes, sipping Balinese coffee at a small café, I could feel the rhythm of Ubud's heart — lively, soulful, and endlessly enchanting.

Pura Besakih – Bali's Spiritual Majesty: Later, I visited Pura Besakih, the largest and holiest temple on the island, perched on the slopes of Mount Agung. Inside the temple complex, I wandered among intricately carved shrines, stone gateways, and sacred courtyards adorned with offerings of flowers and incense. Each structure told a story of Bali's deep spirituality, devotion, and artistic heritage. Standing among these ancient temples, with Mount Agung rising majestically in the background, I was struck by the sense of serenity and reverence that permeates the island. It was more than a temple visit — it was a journey into the soul of Bali.

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ABU DHABI



Your first luxurious trip? Well, Abu Dhabi is the perfect place to begin.

For Indians, it's an easy and comfortable getaway — quick e-visa approvals, frequent direct flights, and plenty of stays for every budget make the journey smooth. Known for its blend of Arabian elegance and modern sophistication, Abu Dhabi offers beaches, culture, adventure, and luxury without the overwhelming crowds.

Top 5 Highlights for Indians in Abu Dhabi

Sheikh Zayed Grand Mosque – Marvel at one of the world's most stunning mosques, with its white marble domes, intricate carvings, and serene ambience.

Yas Island Thrills – Experience Ferrari World, Yas Waterworld, and Warner Bros. World — perfect for families, adventure lovers, and theme-park fans.

Cultural Gems – Explore Qasr Al Watan, the Louvre Abu Dhabi, and heritage villages that beautifully preserve Emirati history.

Beach & Corniche – Relax along the iconic Corniche, visit Saadiyat Beach, or enjoy calm waterfront cafés with scenic views.

Desert Experiences – Try dune bashing, camel rides, stargazing camps, and traditional desert dinners for an authentic Arabian adventure.



Day 1 – Arrival in Abu Dhabi

Arrive in Abu Dhabi and check in to your hotel. Spend the evening at the Abu Dhabi Corniche, enjoying calm waterfront views and a relaxing walk. Overnight stay in Abu Dhabi.

Day 2 – Grand Mosque & City Highlights

Begin your day at the stunning Sheikh Zayed Grand Mosque. Continue to Qasr Al Watan and the Emirates Palace exterior for quick photos. End your evening at Marina Mall or Breakwater Point. Overnight in Abu Dhabi.

Day 3 – Yas Island Adventure

Head to Yas Island and enjoy Ferrari World, Yas Waterworld, or Warner Bros. World. Later, unwind around Yas Marina with a peaceful dinner. Overnight in Abu Dhabi.

Day 4 – Culture & Heritage Tour

Visit the Louvre Abu Dhabi and then explore Heritage Village for a glimpse of traditional Emirati life. Stop by the Dates Market before returning to your hotel. Overnight stay in Abu Dhabi.

Day 5 – Beaches & Departure

Spend your morning relaxing at Saadiyat Beach. Do some quick shopping before your transfer to the airport for your onward flight.



Top Places to Visit in Abu Dhabi

Sheikh Zayed Grand Mosque – Architectural Masterpiece: A serene masterpiece where white marble glows beneath the Arabian sun.

Qasr Al Watan – Palace of Wisdom: A palace of wisdom shimmering with regal halls and timeless artistry.

Emirates Palace – Royal Elegance: Golden grandeur wrapped in luxury and softly swaying palms.

Louvre Abu Dhabi – Artistic Wonderland: Art and light dance beneath a breathtaking star-patterned dome.

Yas Island – Adventure Hub: A world of thrills, laughter, and unforgettable family adventures.

Corniche Beach – Seaside Calm: Gentle waves meet a peaceful skyline along Abu Dhabi's calm shoreline.

Heritage Village – Cultural Insight: A quiet window into the traditions and stories of old Arabia.

Saadiyat Island – Beach Bliss: Powdery white sands and turquoise waters crafted for pure relaxation.

Mangrove National Park – Nature Escape: Kayak through still waters where nature whispers in every ripple.

Al Ain Oasis – Green Heritage: A lush, ancient sanctuary blooming with the soul of desert life.



How to Reach Abu Dhabi from India

Direct Flights: Almost every major Indian city — Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Kochi — has direct flights to Abu Dhabi International Airport (AUH). Average travel time: Around 3 to 4.5 hours, depending on the city.

Budget Airlines: Carriers like IndiGo, Air India Express, SpiceJet, FlyDubai — along with airlines such as Etihad and Emirates — frequently offer affordable fares, sometimes starting under ₹10,000 one-way if booked early.

Visa: Indians can easily apply for an Abu Dhabi / UAE e-Visa (14-day, 30-day, or 90-day options) online. Many travel agencies and airlines assist with quick visa processing.

Why Dubai for Indians?

- Budget eats: Delicious shawarma wraps, mezze platters, and camel-milk ice cream starting from approx. ₹250–₹400.
- Comfortable stays:

Abu Dhabi isn't just a destination — it's an experience of grand mosques, serene beaches and modern luxury.

With Roamix International, discover Abu Dhabi our way — stylish, seamless, and unforgettable.

Abu Dhabi – A Food Lover's Paradise | Roamix International

Abu Dhabi is a dream destination for food lovers — a beautiful blend of Emirati, Middle Eastern, Indian, and global flavors. From elegant waterfront dining to cozy local cafés, the city serves dishes that reflect its rich heritage. Here are some must-try foods when you're in Abu Dhabi!

Al Harees (Wheat & Meat Delicacy)

A traditional Emirati favorite — slow-cooked wheat blended with tender meat until silky smooth. Light, comforting, and often enjoyed during festivals and family gatherings.

Mandi (Flavored Rice with Meat)

A beautifully aromatic Yemeni-Emirati dish — basmati rice cooked with spices and topped with flavorful chicken or lamb. Served in generous portions, it's perfect for sharing.

Grilled Hammour (Local Fish Specialty)

A coastal classic — fresh hammour fish marinated in Arabic spices and grilled to perfection. Found at beachside restaurants and traditional eateries across the city.

Madrooba (Spiced Fish Stew)

A smooth hearty Emirati dish made with salted fish, spices, and thick wheat batter — rich, filling, and a true taste of old Abu Dhabi kitchens.

Luqaimat (Sweet Dumplings)

Crispy golden dumplings drizzled with date syrup and sprinkled with sesame seeds — a sweet treat loved by locals and travelers alike.

Karak Chai

A daily ritual in Abu Dhabi! This creamy, aromatic tea is brewed with cardamom, saffron, and condensed milk — perfect for late-night drives or a break by the Corniche.

Tip for Indian Travelers: Vegetarian food is widely available — from Indian restaurants serving thalis and parathas to Middle Eastern favorites like falafel, hummus, and fresh salads. Most eateries gladly accommodate "veg only" requests.



CHAMBA VALLEY
Himachal

**ROAMIX
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**A SNOW LEOPARD SPOTTED NEAR UPPER CHAMBA,
NEAR CHARED.**





Local Flavors



Dish & Drinks from the region

Himachal Pradesh





Local Flavors

01 Siddu

Siddu is one of the most beloved traditional dishes of Himachal Pradesh, capturing the rustic charm and mountain warmth of the region's lifestyle. **Made from fermented wheat dough stuffed with a flavorful filling of roasted pulses, herbs, and spices, this steamed delicacy offers a perfect balance of softness, aroma, and wholesome comfort.** The subtle nuttiness of the filling blends beautifully with the warm, earthy taste of the dough, creating a dish that feels especially comforting on cold Himalayan days. Traditionally enjoyed with a drizzle of ghee, along with mutton curry or tangy chutneys, Siddu reflects the resourceful cooking style of Himachali households and their deep connection to local ingredients. In village kitchens and homes across the hills, Siddu is more than just food — it's a taste of mountain simplicity, hospitality, and the slow, soothing rhythm of life in Himachal.

02 Chha Gosht

Chha Gosht is a signature non-vegetarian delicacy of Himachal Pradesh, reflecting the region's rich culinary traditions and Himalayan flavors. **Tender pieces of lamb are slow-cooked in a creamy yogurt-based gravy, infused with a blend of local spices, garlic, ginger, and mustard oil, creating a dish that is deeply aromatic and richly satisfying.** The marination and slow cooking make the meat melt in the mouth, while the subtle spice highlights the natural flavors of the lamb. Traditionally served with steamed rice, Siddu, or roti, Chha Gosht embodies the heart of Himachali home-cooking, offering warmth and comfort in every bite. In hilltop kitchens and village feasts alike, it is more than a dish — a celebration of local ingredients, culinary skill, and the hearty, welcoming spirit of the mountains.

03 Aktori

Soft, golden, and subtly sweet, Aktori is a Himalayan treat that delights the taste buds with every bite. Made from buckwheat flour, ghee, milk, and jaggery, this pancake-like delicacy carries the nutty aroma of the mountains and a warm, comforting flavor that feels like home.

Traditionally enjoyed hot with tea, Aktori is a perfect blend of simplicity and indulgence. In Himachali homes and local eateries, it is more than a sweet — it is a taste of the mountains, a comforting hug from the highlands in every morsel.

RAULANE

FESTIVAL



GRANDEUR OF 5000 YEARS

RAULANE FESTIVAL

A FAREWELL TO
THE SAUNIS

BOAMIX
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The Festival That United the Valleys

In 2025, the Raulane Festival unfolded across the villages of Kinnaur with its signature warmth, laughter, and playful community spirit. As winter slowly loosened its grip on the mountains, the festival brought people together in a joyful celebration of friendship, affection, and shared identity. This year's Raulane was especially lively, with communities embracing both age-old traditions and a renewed enthusiasm for cultural preservation.

Raulane Festival 2025: Kinnaur's Celebration of Laughter, Bonds & Renewal

As winter softens over the mighty Kinnaur ranges, the quiet Himalayan villages begin to echo with cheerful songs, playful teasing, and vibrant gatherings — marking the arrival of Raulane, one of Kinnaur's most heartwarming community festivals. Celebrated between late winter and early spring (dates vary by village tradition), Raulane is a joyful ritual of togetherness, marking the end of the cold season and the beginning of new hopes for the year ahead.

A Celebration of Friendship & Community

Rooted in ancient Kinnauri customs, Raulane is centered around the strengthening of social bonds. Traditionally, villagers — especially the youth — gather to exchange friendly banter, laughter, and symbolic gestures of affection. Unlike grand religious festivals, Raulane is intimate and people-centric. Women and men dress in traditional Kinnauri attire, sing folk songs, and stroll from house to house, sharing warmth and good wishes. The heart of the festival lies in its spirit of harmony — a way of reminding the community that relationships matter more than rituals.

Village Festivities in Kalpa, Ribba & Beyond

Across villages like Kalpa, Ribba, Pangi, and other Kinnauri hamlets, Raulane transforms the quiet winter landscape into a cheerful celebration. Homes are cleaned and decorated, fresh local delicacies are prepared, and groups move around together, exchanging laughter and songs. The festival also includes small cultural gatherings where traditional Kinnauri dances and melodies fill the cold mountain air. For visitors, this is a rare and beautiful window into the everyday cultural heartbeat of Kinnaur — warm smiles, shared stories, and community joy.

A Cultural Connection Rooted in Simplicity

More than a festival, Raulane symbolizes goodwill, unity, and renewal. It's a time to let go of past grievances, nurture friendships, and welcome the new season with open hearts. Set against the dramatic backdrop of snow-kissed mountains and cedar forests, Raulane reflects the Himalayan way of life — simple, soulful, and deeply connected to community.

Why It Matters

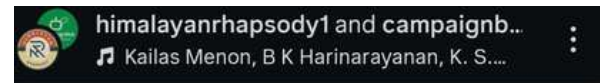
Raulane stands as a gentle yet powerful reminder of Kinnaur's cultural identity. In a world of fast-changing traditions, this festival keeps alive the values of companionship, laughter, and human connection. For travelers, experiencing Raulane means stepping into an authentic slice of mountain life — sharing local food, witnessing traditional songs, and feeling the warmth of a community that celebrates togetherness above all. Each Raulane is not just a festival, but a renewed promise of harmony and hope in the valleys of Kinnaur.

- **Community Gatherings:** Villagers came together in open courtyards, exchanging playful greetings and blessings.
- **Traditional Attire:** People dressed in vibrant Kinnauri shawls and caps, adding color to the winter landscape.
- **Folk Songs & Dances:** Local groups performed traditional music and slow-rhythm Kinnauri dances throughout the day.
- **Home Visits:** Families welcomed neighbors with warm drinks, local snacks, and heartfelt conversations.
- **Youth Celebrations:** Young villagers enjoyed friendly teasing, laughter, and small games — the fun essence of Raulane.
- **Cultural Unity:** Every household took part, making it a festival of harmony and togetherness.
- **Local Foods:** Special dishes made from barley, buckwheat, and homemade butter were shared in community feasts.



How CampaignBot Revolutionizes Travel Business Marketing With WhatsApp Automation

Article by Arindam Sinha



**CampaignBot Partner
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Uttarakhand, etc.*

India — **CampaignBot**, a WhatsApp-based marketing automation platform created by IIT Kharagpur alumni, is emerging as a powerful tool for travel businesses looking to modernize their customer communication and sales strategy.

Transforming Travel Marketing

For travel agencies, WhatsApp is now the most critical channel for enquiries, itinerary sharing, offers, and customer support. CampaignBot enhances this workflow through:

✓ Automated Campaigns

Perfect for sending package promotions, follow-ups, and seasonal offers without manual effort.

✓ Smart Targeting

Travel companies can segment customers—honeymooners, adventure travellers, corporate groups—to deliver personalised messages.

✓ Real-Time Analytics

Insights on open rates and engagement help businesses refine their marketing strategy.

✓ High Engagement Rates

Optimised WhatsApp delivery ensures better customer response than traditional channels.

Built by IIT KGP Innovators

Developed by a team of IIT Kharagpur alumni, CampaignBot combines strong technical expertise with practical marketing understanding, making it especially useful for travel brands aiming to scale.

Rapid Adoption Across the Travel Sector

Businesses using CampaignBot report faster conversions, improved follow-ups, and more streamlined communication. The platform's free trial has further accelerated its uptake among travel companies across India.

As the travel industry grows, CampaignBot stands out as an essential tool helping businesses unlock the full potential of WhatsApp marketing.

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