Adventure tourism witnesses strong growth in 2025

ROSHNI SHEKHAR
Mumbai, 28 December

From high-altitude treks and mountain biking in India to alpine kayaking in Switzerland or husky safaris and Northern Lights excursions, travellers are increasingly opting for unique experiences. Travel operators have seen a rise in adventure tourism across several age groups in 2025, from high single digits to double-digit growth compared to last year.

Adventure-based travel bookings on EaseMyTrip have seen moderate double-digit growth in 2025 compared to 2024.

Thomas Cook India is witnessing rising interest among Indian travellers for adventure tourism, while its subsidiary SOTC Travel has observed that adventure-led holidays continue to gather momentum in 2025, with travellers increasingly choosing destinations built around outdoor experiences.

"While around 50 per cent of Indian travellers overall show a preference for adventure experiences, interest is significantly higher among Gen Z, where around 60 to 65 per cent plan to include adventure sports in their next trip," said Rikant Pittie, chief executive officer (CEO) and co-founder, EaseMyTrip.

"Millennials continue to contribute strongly as well, particularly in international travel, where activity-driven itineraries shape booking decisions. The segment is seeing steady participation from older travellers too. This indicates that adventure travel is no longer age-specific but is evolving into a broader category that appeals across generations," Pittie said.

The growing YOLO (You Only Live Once) mindset, coupled with a desire for immersive outdoor experiences, is driving demand, primarily across age groups from 20 to 45 years, according to Thomas Cook India.

Rajeev Kale, president and country head, holidays, MICE, visa, Thomas Cook India, noted that in India, regions such as Ladakh, Spiti Valley, Bir, Dharamshala and Solang continue to attract travellers for high-altitude treks, paragliding and mountain biking, while Auli and parts of Uttarakhand are seeing steady demand for skiing and winter activities. Wildlife circuits including Ranthambore, Bandhavgarh, Pench and Tadoba are also popular for safari-led adventures.

Additionally, Indians are also increasingly opting for adventure activities during international holidays, Kale added.

Switzerland's Interlaken is preferred for skydiving, jet boating and alpine kayaking, while Croatia's islands like Hvar, Split and the Blue Grotto are being chosen for sailing and yacht-based itineraries.

Scandinavia is generating interest for snowmobiling, ice fishing, husky safaris and Northern Lights excursions, and South Africa remains a preferred choice for marine-life safaris and cage-diving experiences. Other international destinations include Antarctica, Iceland, Bali and Singapore, while Kazakhstan is gaining momentum from younger travellers seeking affordable mountain and outdoor activities.

Currently, EaseMyTrip offers dedicated adventure-tourism products, with the company planning to expand specialised, theme-based and experiential adventure packages to meet rising demand. Thomas Cook India has a 'Pilgrimage Plus' portfolio which blends darshans with adventure activities like rafting in Rishikesh, treks in Uttarakhand, paragliding in Bir and ziplining over the Ganges. For such trips within India, for five to seven days, budget trips generally range from ₹12,000 to ₹20,000 per person and focus on simple accommodation alongside core experiences such as trekking or rafting, as per EaseMyTrip. Mid-range itineraries typically fall between ₹21,000 and ₹35,000, offering better stays and a broader mix of guided activities, while premium journeys often start around ₹45,000 and go up to ₹70,000 or more, particularly for island destinations or schedules packed with water sports and specialised adventures.

Pittie added that travel costs for international adventure travel follow a similar pattern. "Coastal adventure is also accelerating, with the Andamans drawing divers for vibrant coral reefs, and Goa and Pondicherry popular for kayaking, snorkelling and water-based soft-adventure. Destinations like Yercaud and Coorg are witnessing uptake for soft-adventure, including ziplining, cycling routes and guided nature walks, appealing to families and first-time adventure seekers," said SD Nandakumar, president and country head, holidays and corporate tours, SOTC Travel.

He said that short-haul international destinations are also contributing significantly to adventure demand, highlighting that it anticipates this enthusiasm to continue shaping travel choices next year.

Apart from high-impact adventures, senior citizens in India are looking to adopt safe adventure activities as part of their leisure getaways, said Ajeet Bajaj, vice chairman of the Federation of Associations in Indian Tourism & Hospitality.

These could be treks, sports-driven or biking routes and camping.

Gosain emphasised that overall, travel operators are actively responding by curating specialised adventure packages for Indian travellers, including fixed departures, graded activity levels, women-friendly and family-orientated batches, and experiences designed around safety, trained guides and quality infrastructure.

India's adventures

- EaseMyTrip saw moderate double-digit growth in 2025
- IATO members saw demand uptick, particularly for domestic adventure destinations, shorter getaways, and curated outdoor experiences
- Age group of 20-45 years was the primary drivers for adventure tourism, as per Thomas Cook India
- Around 60-65% GenZ included adventure sports in their trip
- Millennials remained strong contributors for international travel

Premium screens, better content flow may lift movie ticket prices

ROSHNI SHEKHAR
Mumbai, 28 December

Multiplex chains expect average ticket prices (ATP) to rise up to 6 per cent in 2026, buoyed by a better flow of films throughout the year and growing preference for premium format screens like IMAX and 4DX.

In 2025, ATP growth remained moderate and largely in line with inflation for India's largest cinema exhibitor, PVR INOX.

In the first half of FY26, PVR INOX reported a year-on-year (Y-o-Y) increase of about 5 per cent in ATP. At Cinepolis India, ATP rose around 3 per cent in 2025, marginally below inflation of about 4 per cent. Premium pricing there was driven largely by tentpole releases in special formats, including *Kantara: A Legend Chapter 1*, *Chhaava*, *Dhurandhar*, and *Avatar: Fire and Ash*, amid on the back of IMAX and large format demand.

Miraj Entertainment said its ATP remained largely flat in the first half of the year, with no major growth over the previous financial year until the second quarter. For the next year, cinema exhibitors expect ticket prices to rise gradually rather than spike sharply, in the range of 4-6 per cent.

"ATP in 2026 is expected to grow in the range of 4 to 5 per cent, driven by a stronger content pipeline and rising audience preference for premium and immersive cinema experiences," said Gautam Dutta, chief executive officer (CEO), revenue and operations, PVR INOX.

He added that a better spread of franchise titles, event films and high-quality regional cinema across the calendar should reduce seasonality and help sustain footfalls. "Content will remain the primary driver, with well-crafted stories across languages encouraging audiences to return to theatres." Dutta said 2026 is likely to be a step-up year in terms of film flow, footfalls, and overall box-office performance. On a full-year basis in 2025, Miraj Entertainment expects ATP to close marginally higher than last year, at around 5 per cent.

MULTIPLEX CHAINS EXPECT 4-6% INCREASE IN TICKET PRICES IN 2026

"As more viewers choose experience-led formats, the blended average ticket price will naturally move upward (in the range of 4-6 per cent)," said Sameer Munshi, vice-president, operations and food and beverage, Miraj Entertainment.

"However, affordability will remain critical, and growth will continue to be more volume-driven than price-driven," Munshi said, adding that growth is also visible in spend per head, with food and beverage recording 10 per cent Y-o-Y growth.

This follows December, which already saw several releases across genres, led by Ranveer Singh-starrer *Dhurandhar*. The film has collected around ₹619.30 crore in 19 days, with its second part slated for an Eid 2026 release in five languages. From January 1, films such as *Ikkis*, *Border 2* featuring Sunny Deol around Republic Day, *O Romeo* starring Shahid Kapoor and Tripti Dimri in February, followed by Yash Raj Films' *Mardaani 3* and the comedy *Dhamaal 4* in March, are lined up for 2026. Major Hollywood releases, including Michael Jackson's biopic *Michael* and *The Devil Wears Prada 2*, are also expected in the first half of the year.

In comparison, *Chhaava* was the only major Hindi-language release that drew audiences to theatres in early 2025. Momentum slowly picked up only in May following Hollywood releases such as Tom Cruise's *Mission: Impossible – The Final Reckoning*.

Amid this, multiplex chains such as PVR INOX, Miraj Entertainment and Mukta A2 Cinemas have managed to sustain weekday footfalls through special ticket offers. Devang Sampat, managing director at Cinepolis India, said Tuesday admissions have increased from about 9-10 per cent to 15-16 per cent of weekly footfalls. At Mukta A2 Cinemas, weekday offers have encouraged repeat viewing and helped rebuild footfalls beyond weekends, said Satwik Lele, its chief operating officer. This comes at a time when multiplex chains like PVR INOX are sharpening their focus on experience-led offerings like better menus and recreational activities. Munshi said that during *Dhurandhar's* current theatrical run, spend per head rose by 20 per cent and emphasised that food and beverage accounted for 30 per cent of Cinepolis India's revenue in 2025.

"The industry is looking at a robust film pipeline across languages and genres, which should translate into stronger footfalls and sustained box office momentum," said Lele. "With audiences clearly demonstrating their willingness to step out for quality cinema, we expect the coming year to further consolidate theatres as the preferred destination for collective, immersive entertainment."

'VERY SPECIAL': PREZ AFTER INS VAGHSHEER SORTIE

President Droupadi Murmu on Sunday undertook an over two-hour sortie onboard the indigenously-built submarine INS Vaghsheer on the Western seaboard, signalling India's focus on boosting undersea warfare capabilities. Murmu became the second President to experience a submarine sortie, after APJ Abdul Kalam in 2006. Chief of Naval Staff Admiral Dinesh K Tripathi accompanied President Murmu during the over two-hour sortie in the Kalvari class "silent sentinel" from the Karwar naval base in Karnataka. Murmu, writing in the visitor's book, said it was a "very special experience" for her to "sail, dive and spend time" with the sailors and officers onboard the submarine PHOTO: PTI

B.N. RATHI SECURITIES LIMITED
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PUBLIC NOTICE

It has come to our attention that certain fraudulent groups and / or individuals, falsely claiming to be associated with BN Rathi Securities Limited and its Directors. Fraudulent groups are using social media platforms including WhatsApp, Facebook, Instagram, and websites to deceive people. They are luring individuals with false promises of share allocations, IPOs, Block trading, granteed returns, etc. Offical website of the company – BN Rathi Securities Limited is www.brnsecurities.com. These fraudsters falsely claim affiliation with our company and use the company's name, brand and fake regulatory certifications from SEBI or other official bodies to mislead public. We BN Rathi Securities Limited through any of its officials do not operate any such group or platform and do not offer any form of guaranteed returns or any investment schemes with guaranteed returns. We strongly advise against investing in or through any such fraudulent groups or accounts. If you come across any such platform or individual, we strongly recommend avoiding any investment and reporting the issue immediately. Any such transaction entered into by you will be at your sole discretion and we will not be responsible for any claim, cost or consequences. In case of need, please contact cyber crime helpline at 1930. Even we have lodged complaint on cyber crime 1930 against cyber fraudsters.

We caution the public to not fall prey to this fake group and stay vigilant of such scams. For any information on our products and services, investors can visit BN Rathi Securities Limited website at **www.bnrsecurities.com** or contact officials at **040 40527777** and email id: **Compliance@bnrsecurities.com**

Sincerely
B N Rathi Securities Limited

UCO BANK
Zonal Office: B-1/122, 1st Floor, Vineet Khand, Gomti Nagar, Lucknow- 226010
Possession Notice (For Immovable Property)

Notice is hereby given under the Securitisation and Reconstruction of Financial Assets and Enforcement of Securities Act, 2002 (No. 54 of 2002) and under 13(12) read with Rule 3 of the security interest (Enforcement) Rules, 2002, calling upon the borrowers to repay the amount within 60 days from the date of receipt of the said notice. The borrowers having failed to repay the amount, notice is given to the under noted borrower and the public in general that the undersigned has taken possession of the property described herein below in exercise of the power conferred on him/her under section 13(4) of the said Act read with rule 8 on the dates mentioned hereunder. The borrower in particular and the public in general is hereby cautioned not to deal with the property and any dealing with the property will be subject to the charge of the UCO Bank for an amount and interest thereon mentioned against each account herein below:

Sl. No.	Name & Address of Borrower & Branch	Amount Outstanding (Rs.)	Description of Immovable Property & Name of Owner	Date of Demand Notice / Dt. of Possession Notice
1	**Borrowers: (1) M/s Apna Mega Store (Partners: Mr. Rajendra Prasad Singh & Mr Somil Singh) (2) Mr. Rajendra Prasad Singh S/o Mr Ram Narayan Singh (3) Mr. Somil Singh S/o. Mr. Rajendra Prasad Singh. Branch: I.T. College (0752)**	**Rs. 15,79,753.40** + Interest + Cost + Other expenses thereon	All the part and parcel of Residential property situated at House No. D2/162. Vastu Khand, Gomti Nagar, Luckow admeasuring area of 112.50 sq mt. **Owner: Mr. Rajendra Prasad Singh S/o Mr. Ram Narayan Singh** R/o House No. D2/162, Vastu Khand, Gomti Nagar, Lucknow. Original Sale Deed Serial No. 3480 registered vide Book No 1, Khand No.9511, Page no: 53-86 dated 20.03.2010 at Sub-Registrar Office II-Lucknow. **Property Bounded By: East:** Plot/H. No. D2/ 161, **West:** Plot/H. No. D2/ 163, **North:** 9 mtr. wide road, **South:** Plot/H. No. D2/ 146	**23.07.2025** **24.12.2025**

Date: 29.12.2025 **Place: Lucknow** **Authorised Officer, UCO Bank**

FORM A
PUBLIC ANNOUNCEMENT
[Regulation 14 of the Insolvency and Bankruptcy Board of India (Voluntary Liquidation Process) Regulations, 2017]
FOR THE ATTENTION OF THE STAKEHOLDERS OF MOGAS INDUSTRIES INDIA PRIVATE LIMITED

RELEVANT PARTICULARS

1	Name of the Corporate Debtor	Mogas Industries India Private Limited
2	Date of Incorporation of the Corporate Debtor	19th January 2023
3	Authority under which the Corporate Debtor is incorporated/registered	Companies Act 2013, ROC Kanpur
4	Corporate Identity Number of the Corporate Debtor	U74999UP2023FTC177270
5	Address of the Registered Office and Principal Office (if any) of the Corporate Debtor	Unit No. BS- 1017, Galaxy Diamond Plaza, Plot No. C-1A, Sector -4, Greater Noida West, Gautam Buddha Nagar, Uttar Pradesh, India, 201318
6	Liquidation commencement date of the Corporate Debtor	24th December 2025
7	Name of the Liquidator: Address of the Liquidator:	Ganesh Panduranga Pai, No. 68, 6B, 6th Floor, Chitrapur Bhawan, 8th Main, 15th Cross Malleshwaram, Bangalore 560055
	Email address of the Liquidator:	pragnya.cas@gmail.com
	Telephone number of the Liquidator:	9845666596; 080-23565641
	Registration number of the Liquidator:	IBBI/IPA-001/IP-P01313/2018-19/12054
8	Last date of Submission of claims	23rd January 2026

Notice is hereby given that MOGAS INDUSTRIES INDIA PRIVATE LIMITED commenced the voluntary liquidation on 24th December 2025
The stakeholders of MOGAS INDUSTRIES INDIA PRIVATE LIMITED are hereby called upon to submit proof of their claims, on or before 23rd January 2026, to the liquidator at the address mentioned against item 7. The financial creditors shall submit their proof of claims by electronic means only. All other stakeholders may submit the proof of claims in person, by post or by electronic means. Submission of false or misleading proofs of claim shall attract penalties

Ganesh Panduranga Pai
Insolvency Professional
Place: Bangalore
Date: 29th December, 2025. **IBBI/IPA-001/IP-P01313/2018-19/12054**

THE GREAT EASTERN SHIPPING COMPANY LIMITED
CIN: L35110MH1948PLC006472
Registered Office: Ocean House, 134/A, Dr. Annie Besant Road, Worli, Mumbai - 400018.
Tel No.: +91 (22) 66613000/24922100; **Fax:** +91 (22) 24925900
Email: shares@greatship.com; **Website:** www.greatship.com

NOTICE OF SPECIAL WINDOW FOR RE-LODGEMENT OF TRANSFER REQUESTS OF PHYSICAL SHARES

Notice is hereby given to inform that in order to facilitate ease of investing for investors and to secure the rights of investors in the securities which were purchased by them, SEBI vide its circular No. SEBI/HO/MIRSD/MIRSD-PoD/P/CIR/2025/97 dated 02nd July, 2025 has opened a special window only for re-lodgement of transfer deeds, which were lodged prior to the deadline of 01st April, 2019 and rejected/ returned/not attended to due to deficiency in the documents / process/ or otherwise, for a period of six months from 07th July, 2025 till 06th January, 2026.

During this period, the securities that are re-lodged for transfer (including those requests that are pending with the Listed Company/ RTA, as on date) shall be issued only in demat mode after following due process for transfer-cum-demat request.

Investors who have missed the earlier deadline of 31st March 2021, are encouraged to take advantage of this opportunity by submitting their requests along with requisite documents to the Company or RTA at below mentioned address.

The Investor Services Department	Registrar and Transfer Agent (RTA):
The Great Eastern Shipping Co. Ltd. Ocean House, 134/A, Dr. Annie Besant Road, Worli, Mumbai- 400 018 Email ID- shares@greatship.com	**KFIN Technologies Limited (Unit: The Great Eastern Shipping Co. Ltd.)** Selenium Tower-B, Plot No. 31-32, Financial District, Nanakramguda,Serilingampally, Gachibowli, Hyderabad, Telengana- 500 032 Email ID- einward.ris@kfintech.com

For The Great Eastern Shipping Company Limited

Place : Mumbai
Date : 28th December, 2025
Anand Punde
Company Secretary

TVS HOLDINGS LIMITED
(Formerly known as Sundaram-Clayton Limited)
Regd office: "Chaitanya", No.12, Khader Nawaz Khan Road, Nungambakkam, Chennai 600 006.
Tel : 044-2833 2115. Website : www.tvsholdings.com Email : corpsec@tvsholdings.com
CIN : L64200TN1962PLC004792

Notice of Special window for Re-lodgement of Transfer Request of Physical Shares

In accordance with the SEBI circular No. SEBI/HO/MIRSD/MIRSD-PoD/P/CIR/2025/97 dated July 2, 2025, the Company has opened a special window for a period of **six months from July 07, 2025 till January 06, 2026** for re-lodgement of transfer deeds which were lodged prior to the deadline of April 01, 2019 only and rejected/returned/not attended to due to deficiency in the documents/process/or otherwise.

During this period, the securities that are re-lodged for transfer (including those requests that are pending with the listed company / RTA, as on date) shall be issued only in Demat mode. Due process shall be followed for such transfer-cum demat requests. The Company and the RTA have formed focused teams to attend such requests.

You may contact RTA for attending to these requests by sending an email to einward@integratedindia.in or the Secretarial Department at corpsec@tvsholdings.com. This Notice is also available on the Company's website www.tvsholdings.com.

Update KYC and convert physical shares into Demat Mode

Shareholders who are holding shares in physical form are requested to update their KYC to credit unclaimed dividends to their bank account through electronic mode and are requested to convert their physical Share Certificates into Dematerialized form. The shareholders are also requested to claim their unclaimed dividend amounts failing which, the same will be transferred to the Investor Education and Protection Fund (IEPF) after the expiry of seven years from transfer to such unclaimed / unpaid dividend accounts along with the Shares thereon.

For TVS Holdings Limited
Place : Chennai R Raja Prakash
Date : 29.12.2025 Company Secretary

TVS MOTOR COMPANY LIMITED TVS
Registered Office: "Chaitanya", No.12, Khader Nawaz Khan Road, Nungambakkam, Chennai - 600 006.
Website: www.tvsmotor.com ; e-mail: contactus@tvsmotor.com
Tel: 044-2833 2115 CIN: L35921TN1992PLC022845

Notice of Special window for Re-lodgement of transfer request of Physical Shares

In accordance with the SEBI circular No. SEBI/HO/MIRSD/MIRSD-PoD/P/CIR/2025/97 dated July 2, 2025, the Company has opened a special window for a period of **six months from July 07, 2025 till January 06, 2026** for re-lodgement of transfer deeds which were lodged prior to the deadline of April 01, 2019 only and rejected/returned/not attended to due to deficiency in the documents/process/or otherwise.

During this period, the securities that are re-lodged for transfer (including those requests that are pending with the listed company / RTA, as on date) shall be issued only in Demat mode. Due process shall be followed for such transfer-cum demat requests. The Company and the RTA have formed focused teams to attend such requests.

You may contact RTA for attending to these requests by sending an email to einward@integratedindia.in or the Secretarial Department at contactus@tvsmotor.com. This Notice is also available on the Company's website www.tvsmotor.com.

Update KYC and convert physical shares into Demat Mode

Shareholders who are holding shares in physical form are requested to update their KYC to credit unclaimed dividends to their bank account through electronic mode and are requested to convert their physical Share Certificates into Dematerialized form. The shareholders are also requested to claim their unclaimed dividend amounts failing which, the same will be transferred to the Investor Education and Protection Fund (IEPF) after the expiry of seven years from transfer to such unclaimed / unpaid dividend accounts along with the Shares thereon.

For TVS Motor Company Limited
Place : Chennai K S Srinivasan
Date : 29.12.2025 Company Secretary