



Crafting Journeys,  
Creating Memories

# CORPORATE PROFILE

2025





Crafting Journeys,  
Creating Memories...



Cholan Tours is a leading Destination Management Company with more than two decades of trusted expertise. What began in 2003 with one office and a single sedan has grown to 13 branches and a modern fleet of 150 plus vehicles, including luxury buses, M1 vans, cabs, and SUVs. Recognised by the Ministry of Tourism and honoured with five National Tourism Awards, the company is known for customised travel, strong on-ground handling, and a clear commitment to sustainability.

A 300 plus strong multilingual team delivers seamless journeys across India, Sri Lanka, and Nepal, covering leisure, pilgrimage, adventure, medical and wellness travel, MICE, and luxury experiences. Cholan Tours advances responsible tourism through solar-powered, paperless operations, community engagement, and education support. Its Drive with Pride initiative empowers youth with skills and sustainable income in tourism, while SaveHer Drives is a women empowerment programme that deploys EV three-wheelers to create income generation and help women become self-reliant.



- \* 100% Running on Solar Energy
- \* 100% Paperless Office
- \* 150+ Fleets
- \* 13 Offices Across the Country
- \* 300+ Dedicated Staff
- \* 5-Time National Tourism Award Winner
- \* Bagged 50+ National & International Awards
- \* Approved by Ministry of Tourism, Government of India
- \* Member of 25+ Global Tourism Networks



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# WELCOME

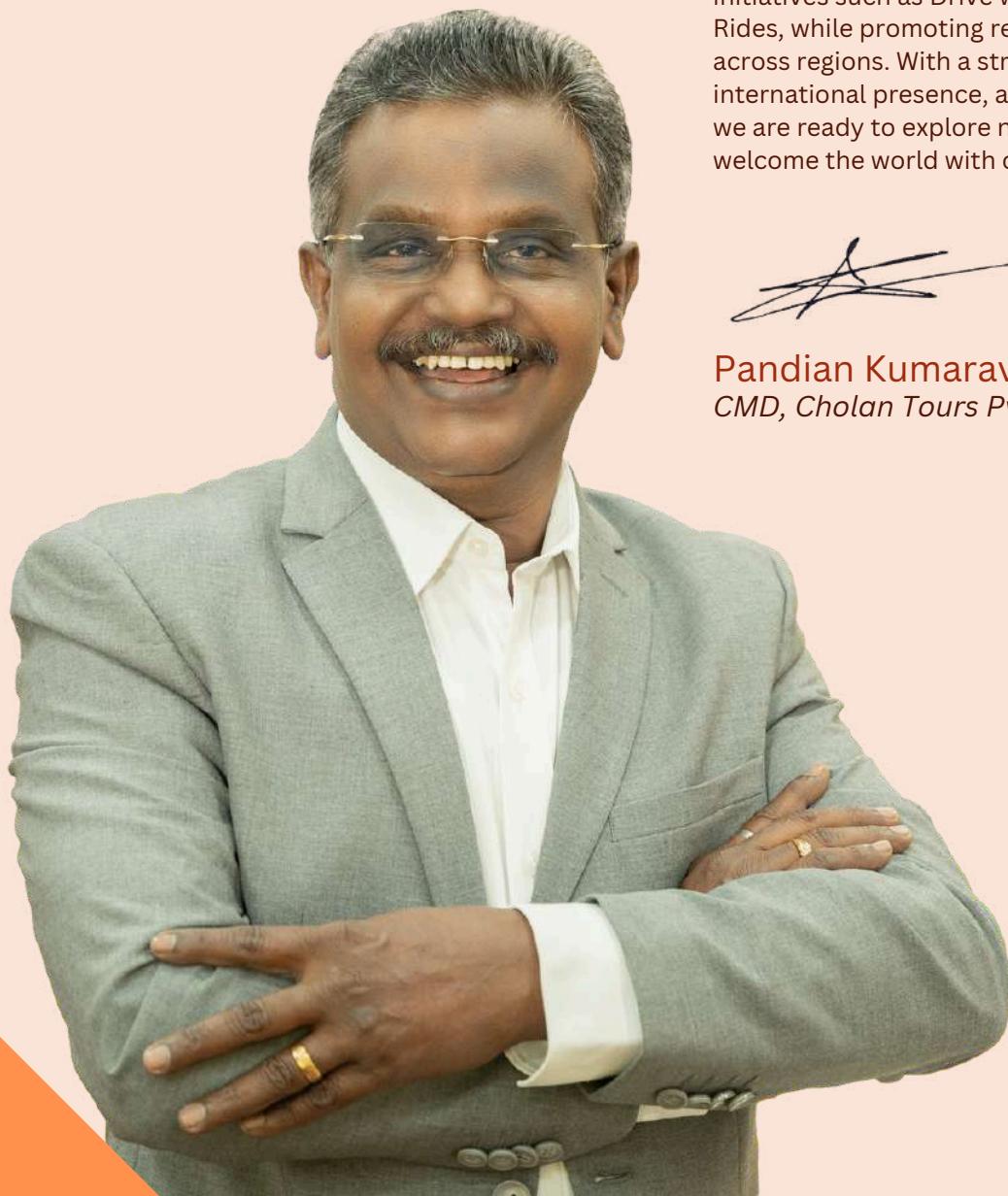
## Cholan Tours

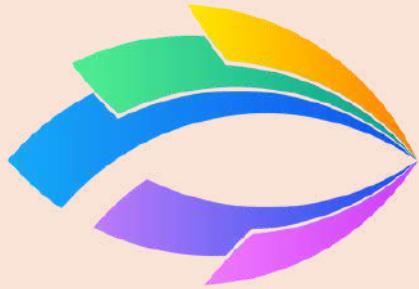
At Cholan Tours, our journey is shaped by a deep passion for travel and an unwavering commitment to excellence. From modest beginnings to becoming one of India's leading Destination Management Companies, every milestone reflects trust, dedication, and a constant pursuit of quality. Our purpose is to craft meaningful experiences that go beyond sightseeing, creating journeys that inspire, connect, and leave lasting impressions.

Looking ahead, sustainability, innovation, and inclusive growth will continue to guide our path. We take pride in empowering communities and nurturing talent through initiatives such as Drive with Pride and SaveHer Rides, while promoting responsible tourism across regions. With a strong team, a growing international presence, and steadfast values, we are ready to explore new horizons and welcome the world with open hearts.



**Pandian Kumaravel**  
CMD, Cholan Tours Pvt. Ltd.





## OUR Vision

To be a global leader in tourism, delivering exceptional travel experiences while promoting sustainable practices that celebrate culture, preserve nature and inspire meaningful connections.



## OUR Mission

At Cholan Tours, our mission is to set the benchmark for excellence in tourism by delivering exceptional travel experiences while ensuring sustainability, cultural enrichment and customer satisfaction. We are committed to a balanced approach that prioritises people, planet and profit, fostering responsible tourism and long-term success.





## OUR Core Values

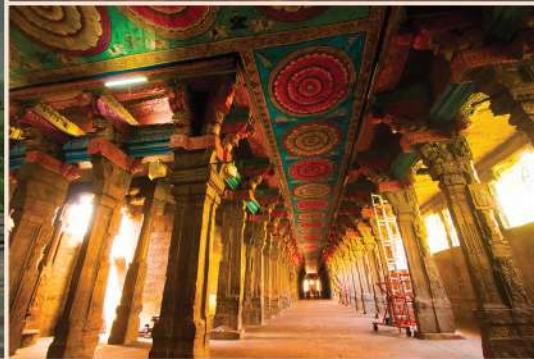
To redefine global tourism by delivering exceptional, personalised experiences that inspire exploration and cultural appreciation. At Cholan Tours, we envision a future where sustainable practices and meaningful connections enrich every journey, celebrating the beauty of India and the world while fostering a deeper respect for our shared heritage and natural resources.

- **Integrity** We uphold the highest standards of honesty and ethics, ensuring trust in every interaction and decision. Integrity is the foundation of our relationships with clients, partners, and employees.
- **Passion** Our unwavering passion for travel fuels our commitment to creating unforgettable experiences. We bring enthusiasm and dedication to everything we do, inspiring those around us.
- **Excellence** We strive for excellence in every aspect of our work, delivering outstanding services and experiences. Our pursuit of perfection ensures quality and satisfaction for our clients.
- **Innovation** We embrace innovation to stay ahead in the dynamic world of tourism. By adapting to change and finding creative solutions, we consistently enhance our offerings.
- **Creativity** Creativity powers our ability to design unique and memorable travel experiences. We think beyond boundaries, crafting journeys that leave lasting impressions.
- **Collaboration & Loyalty** We build strong relationships based on trust, teamwork, and shared goals, ensuring mutual growth and long-term success.
- **Sustainability & Stability** We are committed to responsible tourism, eco-friendly practices, and sustainable growth while ensuring long-term stability.

## WHAT We Offer

As a leading Destination Management Company operating across India, Nepal, and Sri Lanka, Cholan Tours presents an extensive range of thoughtfully designed tourism programmes. Whether catering to individuals, families, small groups, or large delegations, we specialise in customised travel solutions that reflect the diverse interests of the modern traveller. With in-depth regional knowledge and a passionate, experienced team, we create journeys that are seamless, meaningful, and unforgettable. Below is an overview of the key segments we offer:

- **Cultural Tourism**      Experience the rich artistic and spiritual heritage of India, Nepal, and Sri Lanka through festivals, local traditions, dance, music, and crafts.
- **Natural Tourism**      Explore the Himalayan highlands, lush tea gardens, tropical coastlines, waterfalls, and backwaters that define the natural beauty of the region.
- **Spiritual Tourism**      Embark on soulful journeys to sacred sites, ancient temples, monasteries, and spiritual retreats steeped in centuries of devotion and peace.
- **Wellness Tourism**      Rejuvenate your mind and body with traditional Ayurveda, yoga, meditation, and holistic healing in serene natural surroundings.
- **Cruise Tourism**      Enjoy tranquil houseboat experiences in Kerala, luxury cruises along the Ganges, or coastal sailing in Sri Lanka with curated land excursions.
- **MICE Tourism**      Professional event planning and management for Meetings, Incentives, Conferences, and Exhibitions across top destinations.
- **Adventure Tourism**      From Himalayan trekking and wildlife safaris to white-water rafting and underwater diving, thrilling adventures await all types of explorers.
- **Heritage Tourism**      Discover the historical richness of forts, palaces, colonial architecture, and UNESCO-listed heritage sites across the subcontinent.
- **Eco-Tourism**      Travel responsibly with programmes that promote conservation, biodiversity, and immersive experiences in protected natural areas.
- **Rural Tourism**      Engage with authentic village life through agritourism, folk traditions, and community-based hospitality in rural regions.
- **Luxury Tourism**      Indulge in curated luxury journeys featuring world-class stays, private tours, heritage trains, and bespoke experiences.
- **Gastronomic Tourism**      Taste the essence of the region through food trails, cooking classes, culinary festivals, and local dining experiences.
- **Educational Tourism**      Tailored learning journeys for students and institutions focusing on history, environment, architecture, and cultural immersion.
- **Sports Tourism**      Travel to witness or participate in sporting events, tournaments, and adventure races hosted in scenic and iconic venues.
- **Medical Tourism**      Access internationally accredited hospitals, skilled professionals, and post-treatment recovery in wellness-friendly environments.
- **Film Tourism**      Full-service coordination for film shoots, including location scouting, permissions, and travel logistics in cinematic landscapes.
- **Shopping Tourism**      Explore vibrant markets and premium retail destinations offering handicrafts, textiles, jewellery, and local treasures unique to each region.
- **Wildlife Tourism**      Witness majestic wildlife in their natural habitats through expertly guided safaris, conservation parks, and biosphere reserves.
- **Festival Tourism**      Celebrate the spirit of the region through immersive festival experiences, from religious processions and cultural fairs to traditional music and dance.



## ► Destination Management

At Cholan Tours, destination management is handled by a team of highly experienced professionals who possess in-depth knowledge of every location we serve. From logistics to cultural nuances, our experts design and execute destination-focused programmes that are seamless, impactful, and memorable. Whether for individuals, groups, or corporate clients, we ensure that every aspect of the journey is handled with precision and local expertise.

## ► Travel Consulting

Our travel consultants are passionate professionals who provide personalised guidance across all travel formats—be it budget-friendly getaways, luxury escapes, short holidays, or extended itineraries. By understanding your preferences and expectations, we craft tailored travel solutions that combine value, comfort, and rich experiences, ensuring every journey is truly rewarding.

## ► Travel Risk Management

Cholan Tours places the safety and well-being of every traveller at the forefront of its services. From arrival to departure, our team actively monitors and supports each step of the journey. We also offer access to comprehensive travel insurance packages in collaboration with globally trusted partners, providing peace of mind throughout the travel experience.

## ► Sustainable Travel

With growing global awareness of environmental impact, sustainable travel has become a vital choice for conscious travellers. At Cholan Tours, we actively promote responsible tourism practices by offering travellers expert guidance on eco-friendly routes, low-impact experiences, and community-based travel. Our aim is to help guests explore the world while preserving its beauty and culture.

## ► Fixed Departure – Group Tours

Cholan Tours offers a wide selection of Fixed Departure Group Tours designed for convenience, diversity, and enjoyment. These well-structured programmes cover multiple destinations and tourism activities, allowing groups to experience worry-free travel with clear planning, cohesive experiences, and expert guidance. Every tour is crafted to be engaging, safe, and truly memorable.





## EXCLUSIVE Fleet Services

Cholan Tours offers a comprehensive range of fleet services tailored to suit every traveller – from solo adventurers and honeymoon couples to families, small groups and large tour parties. Our modern fleet consists of air-conditioned vehicles that are less than two years old, maintained to the highest standards, and fully compliant with Indian Government regulations. Every vehicle is insured, licensed, and equipped for comfort and safety.



- Luxury Buses & Coaches
- Premium Vans & SUVs
- Classic & Vintage Cars
- VIP & Executive Transportation
- Airport Welcome & Assistance
- Group Transfers





## OUR Brands



South Tourism is one of the flagship brands of Cholan Tours, delivering unforgettable travel experiences across India. Known for its strong regional presence and deep cultural understanding, South Tourism offers expertly curated tours that reflect the diverse heritage, landscapes, and traditions of South India and beyond. With a dedicated team ensuring personalised service, seamless operations, and insightful travel planning, this brand represents Cholan Tours' unwavering commitment to quality, authenticity, and guest satisfaction. From heritage trails and spiritual circuits to leisure holidays and custom itineraries, South Tourism continues to be a trusted name for memorable journeys.



Indian Panorama, launched on 15th March 2005, is a flagship brand of Cholan Tours that showcases the incredible diversity of India through its pan-India tourism programmes. Designed to serve individual travellers, families, and groups of any size, Indian Panorama is known for its flexible and highly customisable tour options. With a dedicated team of experts, the brand ensures that every journey is thoughtfully planned, offering seamless logistics and enriching experiences. Whether exploring iconic heritage sites, spiritual destinations, or offbeat trails, Indian Panorama brings to life the soul of India with warmth, precision, and professionalism.



Cholan Groups is a renowned Destination Management Company encompassing its brands South Tourism and Indian Panorama. Headquartered in Trichy, Tamil Nadu, it operates across 13 cities in India. Backed by dedicated professionals, state-of-the-art infrastructure, and strong back-office support, the company delivers inbound, outbound, and domestic travel services. Its excellence is recognized through prestigious awards, including Best Inbound Tour Operator from the Ministry of Tourism, Government of India, and TripAdvisor's Hall of Fame honour for five consecutive years.

## Social Impact Initiatives and the Sustainability Goals

Cholan Tours integrates community upliftment with responsible business. Through Drive with Pride, Education for Differently Abled Children and SaveHer Drives, we create dignified livelihoods, widen access to learning, and promote safe, green mobility. Each initiative is designed to deliver real benefits for people and places, while aligning with globally recognised sustainability priorities.



### How the initiatives align with the UN Sustainable Development Goals (SDGs)

**Drive with Pride:** SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities).

**Education for Differently Abled Children:** SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), SDG 3 (Good Health and Well-being).

**SaveHer Drives:** SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 13 (Climate Action) through EV adoption.



## Drive with Pride

A Social Impact Initiative by Cholan Tours

Cholan Tours identifies educated youth aged 22 to 30 and gives them a clear pathway into dignified work. The programme provides full funding for driving lessons, licence fees, and a training stipend, with selection based on curiosity, communication, and adaptability. Many graduates are placed across Cholan Tours locations, while others receive guidance to start small transport services with partner support. Continuous mentoring and counselling help each participant build confidence, reliability, and long-term livelihood.



## Education for Differently Abled Children

Empowering Lives Through Inclusive Education

Cholan Tours partners with NGOs to improve access to inclusive education for children with physical or cognitive challenges. Support includes teaching aids, customised learning resources, and direct financial assistance that strengthens classrooms and families alike. More than 400 children have benefited through better tools, attentive instruction, and steady encouragement. The focus is on sustained impact so that every child has the chance to learn, grow, and thrive with dignity.

## SaveHer Drives

Women's Empowerment through Safe, Sustainable Mobility



Launched on 22 November 2025 in Madurai, SaveHer Drives empowers women to become professional EV autorickshaw drivers and community ambassadors for safe mobility. The first cohort of 20 participants receives 45 days of practical driver training and soft-skills coaching to engage confidently with visitors. The initiative promotes eco-friendly transport, dependable city rides, and visible women's leadership in tourism. It creates income security, builds self-reliance, and sends a strong message that destinations can be both welcoming and safe.



# Women E-Auto Drivers



- *Empowering Women*
- *Ensuring Safety*
- *Driving Change*



## MILESTONES in History



The journey began in 1998 when the company was launched under the name Window to the World with just three staff members. That same year, a branch office was established in Delhi and the first Ambassador car was purchased. However, following the global travel downturn after the 9/11 attacks, the company made the difficult decision to wind up its operations. By 2002, Window to the World was officially closed, paving the way for a stronger vision ahead.

On 14 February 2003, the founders launched South Tourism to focus on B2B operations across South India. By mid-year, branch offices in Bangalore and Cochin were opened. Three new cars were added to support the expanding services.



The momentum continued in 2004 with the opening of additional branches in Trivandrum and Chennai. Five more vehicles were added to the fleet, and the company joined the Indian Association of Tour Operators (IATO), solidifying its professional standing in the industry.

On 15 March 2005, the company expanded nationwide through the launch of the brand Indian Panorama. That year also saw a branch office opened in Madurai and the addition of 20 vehicles to the Delhi fleet. South Tourism was officially approved by the Ministry of Tourism, Government of India.



In 2006, the company joined the Kerala Travel Mart (KTM) and expanded its fleet by 30 vehicles, marking continued growth and reach.

With the entry of Ms. Mythily Pandian in 2007, internal operations were streamlined and several new systems were introduced. The company also expanded its affiliations by joining prominent global tourism bodies including IATA, PATA, ASTA, AFTA, and TAAI.



2008 was a year of transformation. The fleet grew by 50 vehicles, including buses. Indian Panorama received official recognition from the Ministry of Tourism. An HR Manager was appointed, and a transition to paperless operations marked the company's commitment to eco-friendly practices.

In 2009, South Tourism and Indian Panorama were officially registered as trademarks. An additional 20 vehicles were added, further strengthening the fleet.



A landmark year, 2010 saw the formal registration of Cholan Tours Pvt Ltd. The brand won the National Tourism Award under the Indian Panorama label and added 50 more vehicles. The company also developed proprietary in-house travel software.

During this period, Cholan Tours received multiple National Tourism Awards and FIEO's Gold Award for Best Service Provider. The fleet grew to 150 vehicles, and the company opened new offices in Tanjore, Mumbai, Alleppey, and Periyar. Solar panel installations began, producing up to 28 KW of renewable energy. The company became ISO 9001:2015 certified and strengthened its position as a quality-driven DMC.





Cholan Tours was recognised by the Confederation of Indian Industry (CII) as one of the Top 25 Innovative Organisations and won the CII Industrial Innovation Award. The fleet grew to 230 vehicles, and a new branch opened in Hyderabad. Staff strength rose to 430, reflecting the company's growing operations and human capital investment.

Cholan Tours became a franchisee of Lufthansa City Centre and received the LCC Green Award in Montenegro for its solar energy initiatives. A mobile app for internal operations was introduced, client documentation was fully digitised, and the company earned TripAdvisor's Hall of Fame Award after five consecutive years of excellence.

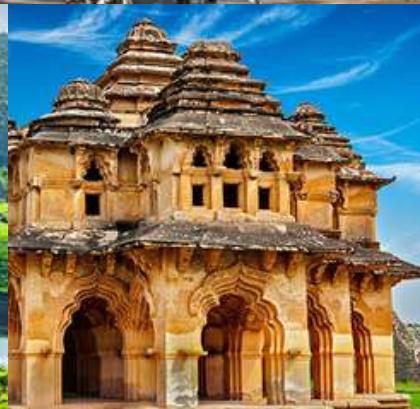


The pandemic years tested the tourism industry, and Cholan Tours was no exception. In 2020, 160 vehicles were sold and staff was reduced to 60. Recovery began in 2021, and by 2022, the fleet returned to 100 vehicles with a staff of 120. The company won Best Inbound Tour Operator and Best Domestic Tour Operator Awards from Tamil Nadu Tourism.

In 2023, Cholan Tours won several prestigious accolades, including the World Travel Award as India's Leading DMC and the Economic Times Travel & Tourism Award for Inbound Operator of the Year. The Tamil Nadu State Tourism Awards honoured the company once again. The fleet increased to 140 vehicles, and staff strength reached 190. The Cholan Tours trademark was officially registered in November.



The company's fleet has now grown to 160 vehicles with a team of 300 professionals. In 2024, Cholan Tours became a member of FICCI and received the TripAdvisor Award for outstanding customer service.





## AWARDS & Recognitions

Cholan Tours has been recognised with more than 60 prestigious national and international awards for its outstanding contribution to the tourism industry. These honours underscore the company's consistent delivery of high-quality travel experiences, its commitment to innovation, and its leadership in promoting responsible and sustainable tourism practices. The accolades also reflect the trust it has earned from clients and partners, as well as the dedication of its professional team in setting new benchmarks in destination management.



### National Tourism Award (2008–2009)

Presented by the Hon'ble Vice President of India, Shri Hamid Ansari, in the presence of Smt. Kumari Selja, Minister of Tourism, and the Tourism Secretary.



### National Tourism Award (2009–2010)

Conferred by Smt. Meira Kumar, the first woman Speaker of the Lok Sabha, alongside Shri Subodh Kant Sahai, then Minister of Tourism.



### Best Service Provider (Southern Region – Gold) 2014–15

Awarded by the Federation of Indian Export Organisations (FIEO) and presented by Smt. Nirmala Sitharaman, former Minister of Commerce and Industry.



### National Tourism Award (2015–2016)

Honoured by the Hon'ble President of India, Shri Pranab Mukherjee, along with Shri Mahesh Sharma, Minister of Tourism and Culture.



### CII Industrial Innovation Award (2016)

Recognised among the Top 25 Innovative Organisations in India by the Confederation of Indian Industry (CII), winning in the "Service – Medium Enterprises" category.



### National Tourism Award (2017–2018)

Presented by Shri Prahlad Singh Patel, Minister of State for Culture and Tourism, along with Mr. Zurab Pololikashvili, Secretary-General of UNWTO.



### TripAdvisor Certificate of Excellence (2015–2019)

Awarded for five consecutive years for outstanding traveller reviews, earning the Hall of Fame Award in 2019.



### Tamil Nadu Tourism Awards (September 2022)

Recognised as the Best Inbound Tour Operator and Best Domestic Tour Operator on World Tourism Day.



### FIEO Silver Award (March 2022)

Awarded for Best Performing Service Provider in the Southern Region by the Federation of Indian Export Organisations.



### World Travel Award (2023)

Named India's Leading Destination Management Company, one of the most respected global honours in the travel industry.



## Tamil Nadu State Tourism Awards (September 2023)

Once again recognised as the Best Inbound Tour Operator and Best Domestic Tour Operator by the state's tourism department.



## The Economic Times Travel & Tourism Annual Award (2023)

Honoured as the Inbound Tour Operator of the Year, reinforcing its national prominence.



## SATTE Award (2024)

Recognised as the Domestic Tour Operator of the Year at one of Asia's largest travel trade shows.



## Trip Advisor Award (2025)

Celebrated for continued excellence in service and customer satisfaction based on traveller feedback.



## Tamil Nadu Tourism Gold Award (2025)

Proudly honoured once again with the Gold Award for Excellence in Inbound Tourism.



## Tamil Nadu Tourism Gold Award (2025)

Awarded the prestigious Gold for outstanding performance in Domestic Tourism.



## PROFESSIONAL Memberships

Cholan Tours is proud to be recognised and affiliated with a wide range of esteemed professional bodies at both national and international levels. These memberships reflect the company's ongoing commitment to excellence, compliance, and thought leadership in the travel and tourism industry. Our active engagement with government tourism departments and global travel organisations has allowed us to contribute meaningfully to policy development, industry standards, and the collective progress of like-minded institutions. These affiliations also strengthen our credibility and ensure that our practices are aligned with the evolving needs of the global travel community.



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM





## THE TEAM

# Excellence in Harmony

At the heart of Cholan Tours is a passionate and dedicated team that serves as the backbone of the company. Each member takes true ownership of their role, embodying a sense of responsibility that drives the organisation's excellence in every journey crafted.

With deep product knowledge, years of hands-on experience, and a genuine commitment to guest satisfaction, our team delivers seamless service with warmth and precision. Their ability to respond swiftly, communicate with care and create enriching travel experiences ensures that every client returns not just as a customer, but as part of the Cholan Tours family.



# India

## Everyday New Experiences



# Pandian Kumaravel

Managing Director, Cholan Tours Pvt. Ltd.

Affectionately known as

Pandian (pronounced Paaan-di-yan), he is a visionary leader with decades of experience and a deep passion for travel. He has shaped India's tourism landscape through progressive systems, strong ethics, and people-centred growth. His initiatives create dignified jobs, empower drivers and travel professionals, and encourage greater participation of women in tourism. A humanitarian and strategic thinker, he blends innovation with service excellence. Recognised by state and central governments, and leading industry bodies, Pandian's work reflects a career devoted to elevating both tourism and society.



## Mythily Pandian

Director, Cholan Tours Pvt. Ltd.

Mythily Pandian (pronounced My-thi-lee) is the administrative backbone of Cholan Tours, with more than two decades of experience in strategy, operations, and team leadership. Her precision, process discipline, and people focus have shaped robust systems and a strong HR framework. Calm and decisive, she drives daily execution while guiding long-term planning so that teams work with harmony and clarity. Known for steady support during challenging situations, she is a trusted pillar across the organisation. Through dedication and insight, Mythily continues to advance the sustained excellence of Cholan Tours.



## OUR Locations



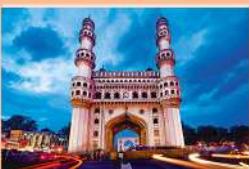
### Delhi

#201, Second Floor,  
Prakash Deep Building - 7,  
Tolstoy Marg, New Delhi - 110001  
+91 8800403377, 011-35001214



### Mumbai

# 8, First Floor, Samruddhi Venture Park  
Near Tunga Paradise Hotel  
MIDC Andheri East, Mumbai - 400 093  
+91 8925816522, 022-47833088



### Hyderabad

Flat No.: B29/03,6-3-567/568  
North East Building, Errum Manzil  
Errum Manzil, Hyderabad - 500082  
+91 8925845194



### Bangalore

#81, 1st Floor  
PCm Kempanna Building, Chikkajala, Jala Hobali  
Bangalore North - 562 157  
+91 8925901134, 080-28467538



### Chennai

#G102, Spencer Plaza  
Anna Salai  
Chennai - 600 002  
+91 8220005598, 044-28494114, 044-48538053



### Pondicherry

#21, Mahatma Gandhi Rd  
Heritage Town  
Puducherry - 605 001  
+91 9944929651, 0413-4200032



### Cochin

11th Cross Road, Street - A  
G - 255, Panampilly Nagar  
Cochin - 682 036  
0484-4062000



### Trivandrum

TC/64/800, Janathalayam House  
Vazhamuttom, Pachalloor P O  
Trivandrum - 695 027  
+91 9746479663





### Alleppey

Thottukadavil (h), Avalukunnu (Post)  
Punnamada  
Alleppey, Kerala - 688 006  
+91 9746479660, 0477-6061116



### Trichy

#4, Annai Avenue  
Vasanth Nagar Extn, Srirangam  
Trichy - 620 006  
+91 97900 33996, 0431-4226100



### Madurai

A3 - First Floor, Seetha Apartments,  
Old Natham Road, Madurai – 625002  
+91 8220005542, 0452-4520029



### Coimbatore

Door No. 18E, Ashok Nagar,  
Civil Aerodrome PO, Coimbatore - 641014  
+91 9600752666, 0422-3130242



### Periyar

IPE Thekkumcoil, Thamarakandam Rd,  
Thekkady, Kumily, Kerala - 685509  
+91 9746378622



enquiry@cholantours.com  
www.cholantours.com



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