

- **Somatheeram chosen for INTERNATIONAL QUALITY AWARD**

Somatheeram Ayurveda Resort (Resort of Somatheeram Ayurveda Group) has been selected for the prestigious “Century International Quality Era Award” in the Golden Category - for excellence in the Global Tourism Sector - announced by Business Initiative Directions (BID), Madrid, Spain, the prestigious international organisation involved in quality implementation worldwide.

Business Initiative Directions (B.I.D.) is the most important organization in the world presenting a Quality Award. Business leaders from over 100 countries attend the International Quality Conventions which are organized every year by Business Initiative Directions in Geneva, Frankfurt, New York, Paris and London.



Ms. Susha Mathan, Director and Mr. Kaly Mathan, Chairman and Managing Director receiving "Century International Quality Era Award" in Somatheeram Ayurveda Group in Golden Category for excellence in the Global Tourism Sector at International Quality Conventions organized by Business Initiative Directions (BID) in Geneva.

- **SAFARI INDIA NATIONAL TOURISM AWARD 2011**

Somatheeram Ayurveda Group has been selected for **SAFARI INDIA NATIONAL TOURISM AWARD 2011** of Pacific Area Travel

Writers Association (PATWA)

under the category

The Best Ayurvedic Resort

