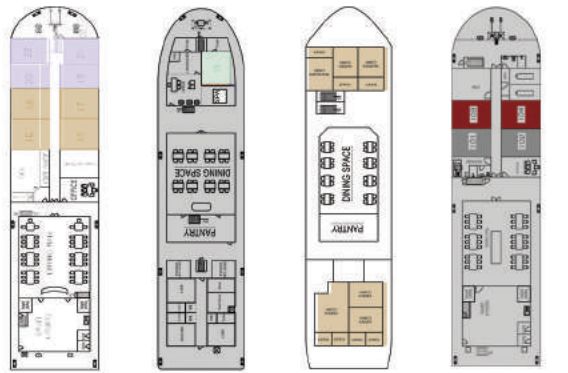


MANIFESTO

ASSAM BENGAL NAVIGATION



ABN Rajmahal

ABN Sukapha

ABN Charaidew I

ABN Charaidew II

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OUR STORY

Assam Bengal Navigation (ABN) was a lifelong dream that came into fruition when two family-owned companies joined hands to pioneer the first long-distance river cruise in India, in 2003. With a shared vision and deep expertise in East India, the two founding families took on – what would soon become – the most rewarding venture of their business journeys to date.

It all started with the First Lady, ABN Charaidew I – an old government river vessel that was converted into a stylish functional ship. Starting out on home ground, the Brahmaputra river – a lesser-known albeit important river of the region – ABN reached out to travel trade partners and friends who believed in their endeavour. With their support, we quietly launched the first-ever Indian river cruise on a mild winter's day with virtually no marketing whatsoever.

Today, ABN continues to grow its fleet and embark on new and exciting cruising itineraries, whilst still carving a path for a future where responsible tourism is the norm. Guided by our corporate philosophy of *Authenticity, Reliability and Empowerment*, we remain committed to delivering the highest standards of service, and uplifting local communities and those we work with at the same time.

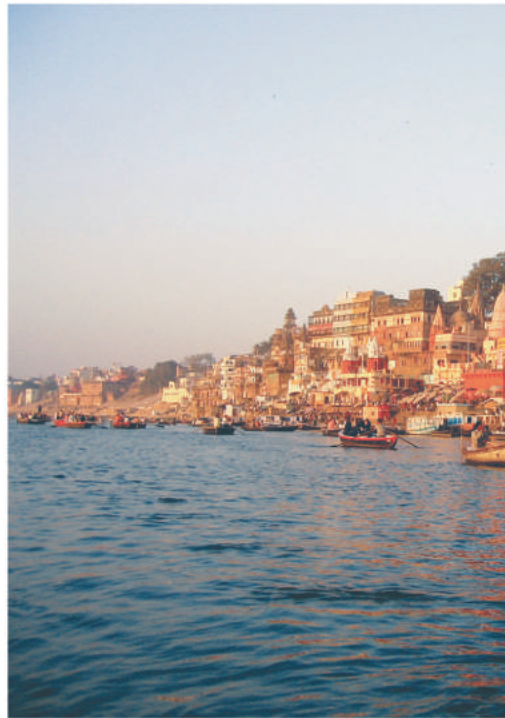
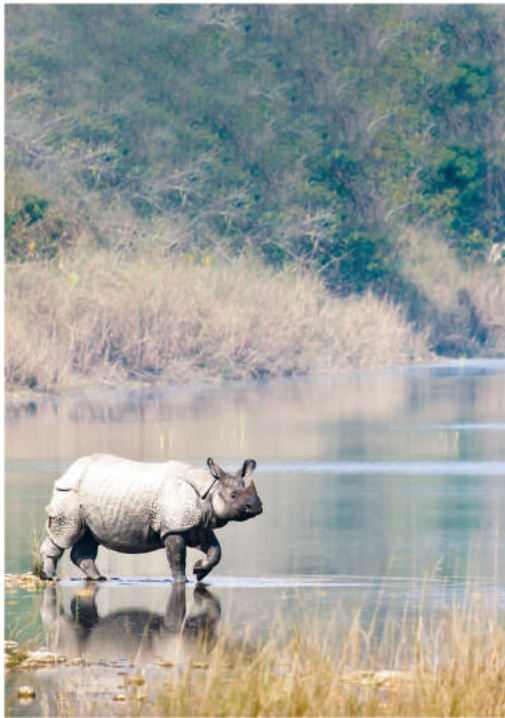
As we celebrate our 15th anniversary, we are truly grateful to our partners, people and suppliers for their support and guidance.

Assam Bengal Navigation is the pioneer of river cruise operations in India. We build, own and operate a fleet of four cruise ships on the Ganges and Brahmaputra rivers, as well as safari lodges and houseboats.



MILESTONES

- 2002
Meeting of two minds; stripped apart a government vessel and restructured it to create ABN Charaidew I.
- 2003
Pioneered long-distance river cruising in India on the Brahmaputra river with ABN Charaidew I.
- 2004
Converted a government tourist house into the first safari lodge at the UNESCO World Heritage Site of Manas National Park.
- 2005
Recipient of National Tourism Award in 2004-05 for introducing river cruises in India as an innovative product.
- 2006
Research and development of the very first Ganges river itinerary.
- 2007
Launched our second cruise ship, ABN Sukapha, on the Ganges; ABN makes history again by being the first cruise ship to sail on the Ganges.
- 2008
Launch of Diphlu River Lodge at the UNESCO World Heritage Site of Kaziranga National Park.
- 2014
Launched our third cruise ship, ABN Rajmahal, on the Ganges.
- 2015
ABN Rajmahal sailed across the iconic Varanasi ghats to Chunar Fort, yet another historic first.
- 2017
Formalised ABN Foundation to support education, environment protection and local community development. Launched the very first houseboat, M.V. Rudra Singha, on the Brahmaputra river.
- 2018
Celebration of 15 years of river cruise operations; launch of our fourth cruise ship, ABN Charaidew II.
- 2019
Plans underway to launch adventure river cruising in India with our cycling and cruising programs on the Brahmaputra river; pioneer river cruises from India into Bangladesh; elimination of single-use plastic in our operations.
- 2020
Plans underway to launch a new boutique ecotourism lodge in Manas National Park, as well as a new medical facilities boat to bring aid and assistance to remote riverine villages.



TALE OF TWO RIVERS

Two of India's great rivers – both originating in the upper reaches of Tibet Himalaya, the Brahmaputra in Tibet proper and the Ganges near the India-Tibet border – have deep-rooted historical and cultural significance for the vast masses of the Indian subcontinent. Despite their very different course of flow through India, they do meet up in Bangladesh and their combined flow empties into the Bay of Bengal. Together with their tributaries, the two rivers drain one-third of the Indian subcontinent, creating hundreds of kilometers of navigable inland waterways along the way. It is in these two primary inland waterways of India, the National Waterway No. 1 and 2, where we ply our cruise vessels and take our guests on intrepid voyages that showcase the true heart of India.

Over the years, our Ganges and Brahmaputra cruises have welcomed many guests from around the world to experience the rivers and the life they support on their banks. Many of them have honoured us even further with their repeat visits to experience and explore more of these two rivers with us.



Originating in Tibet, the Brahmaputra is a trans-boundary river that is seldom described without 'mighty' prefixed to it. Yet, the river is also known for its serene moments and some of the most spectacular sunsets you'll ever witness.

BRAHMAPUTRA RIVER CRUISE

A lifeline for the people of Assam, our cruise on this river takes guests to the lap of nature of this state in Northeast India. Here, national parks and wildlife sanctuaries abound with incredible fauna and avifauna, and score a number of superlatives such as being the home of the world's largest population of one-horned rhinos; the world's highest density of the Royal Bengal Tiger; and supporting a tapestry of colourful and majestic birds like the Great Indian Hornbill. Besides wildlife, Assam also happens to be the world's largest tea-growing region, so a strong black cuppa every morning during your cruise is bound to become part of your daily routine.

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HIGHLIGHTS:

- Exceptional wildlife and birding safaris
- Unique Hindu monasteries in Majuli river islands
- Ancient architectural structures from the 600-year old Ahom Kingdom
- Tantric Hindu temples
- Indigenous tribal villages
- Cultural folk performances
- Indigenous silk-weaving practices
- Tea-tasting class with a professional Tea Taster and Tea Auctioneer
- Riverside lunch at Diphlu River Lodge, one of India's top wildlife lodges


GANGES RIVER CRUISE

This 2525 km river rises in the western Himalayas and traverses the breadth of North India all the way to the East until it eventually empties into the Bay of Bengal. Our Ganges cruises are a culturally immersive experience that take guests into the little visited heart of India, steeped in thousands of years of history. In addition to our extensive cruising itineraries across West Bengal and Bihar, ABN is the only river cruise operator that sails all the way up to the ghats of the holy city of Varanasi, one of the world's oldest continually inhabited cities and an incredibly important site for Hinduism and Jainism.

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HIGHLIGHTS:

- › Ancient terracotta temples featuring 108 concentric rings
- › Oldest Imambara on the Ganges river valley
- › The old French colony of Chandannagore
- › Danish and Dutch colonial settlements
- › Local folk dance and music performances
- › Viewing of the famous ghats and palaces of Varanasi from the river
- › Ramnagar palace and the imposing Chunar fort



Renowned around the world as India's most sacred river, the Ganges serves as the lifeline for millions of people along her course

BOUTIQUE CRUISE SHIPS

We, at ABN, are passionate about creating boutique experiences for guests who are interested in authentic and immersive travel. Furthermore, our cruises and ships are purposefully designed to tastefully align with the places we visit, using local handicrafts and handlooms, and employing local artisans for the build and décor of our entire fleet.



ABN Rajmahal is a 22-cabin boutique cruise ship with a spa on board. The ship features Bengali handicrafts and local artisanship, and AC cabins with en suite showers and WC.



ABN Charaidew II is an 18-cabin boutique cruise ship that is due to launch in January 2019. The ship will feature a mix of Assamese and contemporary décor, with AC cabins that come equipped with en-suite shower and WC; there will also be a spa and gym on board.

ABN Charaidew I is the charming First Lady of the ABN fleet that pioneered long-distance river cruising in India back in 2003. With 12 bamboo-panelled cabins and en-suite facilities, she is a favourite among our discerning guests.



ABN Sukapha is another 12-cabin expedition-style cruise ship, modelled very similarly to ABN Charaidew I, with the addition of a sundeck bar and spa.



EXPEDITION CRUISE SHIPS

Our expedition cruise ships are intimate in size and built primarily to sail the mighty waters of the Brahmaputra River. Itineraries for these ships incorporate mini-cycling adventures to off-the-beaten-path places.

WHY ABN?

To put it simply, we care about the communities we introduce guests to, the wildlife our guests encounter, and the many local businesses that our guests help support through their patronage of ABN. As a company that was born in Guwahati – the capital city of Assam in a lesser developed part of India – and continues to operate from there, we care because your impact when you cruise with us will be positively felt by not only our 200+ employees and the families they support, but also by the community and the environment around us.

We are a family-owned and family-run company that's grown from strength to strength from 9 employees to 210 employees in the last 15 years.

Our roots and on-ground experience are unparalleled as we have worked in Assam and Bengal for over 30 years – well before ABN was established; additionally, our British arm of the company provides us with a global outlook, ensuring that we always have our finger on the pulse of global hospitality standards, tourism trends and so on.

Our employees are all young men and women who have been hand-picked from the local communities that guests interact with on our cruises; they have then been provided intensive hospitality and English language skills training before joining our company as full-time crew, drivers, admin and other support staff.

We support local businesses: from adorning the ships' interiors with local handicrafts, handlooms and locally made furniture, to the actual construction of the ship.

We create experiences that foster a genuine connection between guests and the communities we interact with.



VALUE ADDITIONS WITH ABN

- ▶ Teach a Class - Hands-on value enriched travel that allows our guests to give time to the children of the schools we support through ABN Foundation, should they wish to.
- ▶ Cycle and Cruise - Active travellers benefit from our expedition style cruising with ABN Charaidew I and ABN Sukapha that allows for cycling to be combined with the cruising experience
- ▶ Meet the change-makers - Community change-makers, subject matter experts and ABN Foundation

PERKS OF CRUISING WITH ABN

- ▶ Complimentary transfers and dock charges
- ▶ Special spa package
- ▶ Complimentary tea/coffee
- ▶ Beverages package on request
- ▶ Free wifi onboard

ABN FOUNDATION

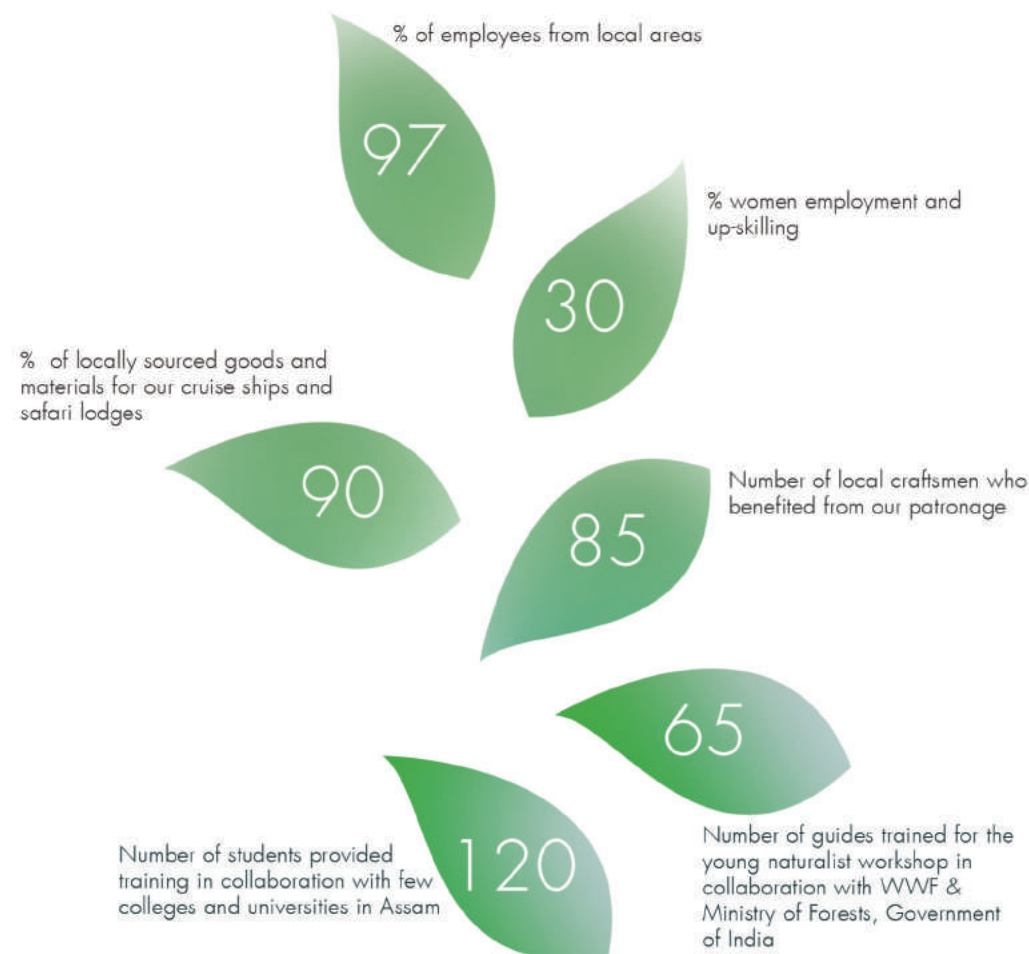
An ongoing depletion of our planet's natural resources, climate change, unequal opportunities and growing unemployment are just some of the issues that are plaguing countries around the world. In our corner of the world, we have been working hard since ABN's inception as a fledgling company in 2002 to right some of these wrongs in the best and most sustainable way we know.

Thus, when creating our products, we approach each aspect – from design to experience, to the people you meet, to the quality of service you receive – with purpose, thoughtfulness, and careful consideration of its impact on the planet and the community. Whether we are handpicking young men and women from the villages and up-skilling them in hospitality, or re-investing back into the community by supporting schools and wildlife conservation efforts; we believe that we can only grow bigger and better as a company if we are able to enable others to grow along with us.

So, in April 2017, ABN formalised our efforts in responsible tourism by establishing ABN Foundation. A non-profit organisation, the aim is to support education, environment protection efforts and local community development; a total of 5% of every room booked with ABN will be contributed to fund these causes.

BELIEVING IN LOCAL

Overview of our initiatives in responsible tourism:



WAY FORWARD

Promoting conscious hospitality

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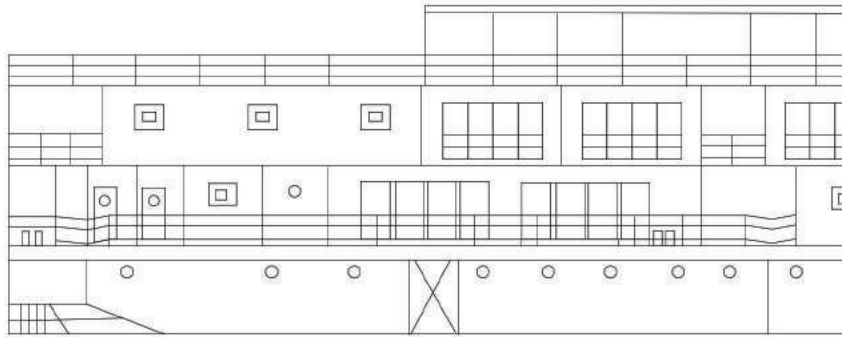
ABN is going to develop design initiatives that help restore, regenerate and revive communities, crafting beautiful products and spaces that celebrate heritage, embrace modernity and honour craftsmanship, all with respect for the people and planet.

ABN will continue to curate and enhance experiences for inspiring holidays with inspired community participation — a blend of contemporary travel, designed by locals and offered with local hospitality.

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Assam Bengal Navigation
3B Dirang Arcade, GNB Road,
Chandmari, Guwahati - 781 003
Assam, India

Website: www.assambengalnavigation.com
Email: sales@assambengal.in
Telephone: + 91 9207 042330, 31