

## HEADLINES

### We Want A Sea-Change!



From infrastructure to regulation policies, everyone is well aware of the rising number of obstacles our boating industry faces. We bring you the innovative suggestions and feedback from various companies and the first change they want to see in place when the season re-opens in October. What is this change? Who is going to make this change? What's it going to take to make this change? Why has this change not come about so far? When is this change coming about? Read on to find the answers to these questions. 2011 may just be the "Year of Sea-Change"!

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## REFLECTIONS

### Sales And Sails In The Season Passed



Boats have increased in the Mumbai harbor and also along India's coastline as more and more individuals invest in water front properties. Donny Mathew from Nautilus Yachts says: "The first quarter of 2011 has seen a strong recovery and we are confident this will result in sales." Anju Dutta from Marine Solutions: "This season was definitely better with us having closed sales in nearly all categories of boats" commented. New brands in luxury yachts, sportfisher, sailboats and sail catamarans, speed boats and cabin cruisers have dropped moorings this season. The charter and...

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## BOAT BUILDING

### Indian Boat Manufacturers On The Rise



Boat manufacture in India needs a special mention this season with the emergence of new boat builders in the market. Indian made motor and sail yachts to cruise the harbor and the backwaters have come into demand. Boats manufactured in India range from steel vessels to FRP boats, 3 meters to 30 meters and up, single man canoe boats to house boats, leisure boats, passenger crafts and even patrol and rescue boats. Their price range begins at Rs. 2 lakhs and can go up to a couple of crores! Hence the audience catered to is also varied; from individuals with holiday...

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## PERFORMANCE REPORT

### India Yacht Page Online & More



The online market has been abuzz this season and business for the boating industry has certainly come alive. Website hits have soared; especially between December and February. The number of returning visitors has increased and the percentage of unique visitors continues to remain high. From the positive feedback received from existing listed companies and others who wish to join India Yacht Page; we are planning to revamp the website to make it much more interactive. Companies and visitors will be able to interact with each other, post comments, answer queries, have...

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## COASTAL SAILING

### 27 Days Along India's West Coast



India's west coast offers a varied experience for those who wish to discover what coastal sailing and living onboard a sail yacht is all about. It is a way of life which needs a lot of adjustments. It comes packed with challenges and really tests you... physically, mentally and spiritually! Whether you sail the harbor and want to graduate to coastal boating or you are one of those competitive and experienced yachtsman seeking mile-building for higher certification in the future, the article below gives you insight on the trials and adventures endured by Homi, Nikhil, Trunal & Nadar...

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## SAILING IN MUMBAI

### Gearing Up For The Mumbai Harbor



Sailing, kayaking, rafting and jetskiing are becoming increasingly popular forms of water sports in India. When one goes out on the waters, certain essential requirements are to be met with - like the correct choice of boats or kayaks, life jackets, gloves, waterproof bags, sacks, caps, knee pads, rescue knives, glares, lycra skins, shorts, etc. We introduce you to a range of sailing gear and sea gear from Litmus Marine, SEA, and Gill that not only ensure your safety but also provide great comfort while you are at sea. Explore the waters and take your experience to a new level...

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## BOTTOM LINE

### Are We On The Same Page?



What happens when a company joins India Yacht Page? Many Indian boating companies who are not part of us often ask why must they take up a listing when there already is a website of their own that generates business throughout the year. Well, the answer is simple, and the answer is "Presence". India Yacht Page has moved far beyond establishing an online presence and features in various magazines, participates in boat shows and attends other trade shows and sailing events. India Yacht Page has established a firm presence and innovates itself each season to...

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