

HEADLINES

IYP LIGHTHOUSE Turns Five!



On our fifth anniversary we complete a total of thirty e-newsletters! Here's a quick glimpse at all that's happened in the past five years in the boating industry in India. View our complete list of newsletters below to checkout the topics covered along with their links in their respective pdfs. Read about the yachts, the boat shows and their reviews, escapades of our yachtsmen, performance of our website and statistics from the industry. Besides the stories covered in our e-news, we have an archive with extensive coverage on various topics related to yachting. Testimonials from our readers...

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YACHT SALES

India Yacht Page Performance Report 2014-15



We bring you our 5th annual report on how the boating industry is faring and what has been our website's performance in the past one year. The top performing segments are water sports and sailing. Yacht sales have been slow in the luxury motor yacht segment and sailboats have performed better this season. Sales of water sports equipment and inflatables for rescue operations have been steadily increasing with a number of government tenders this year. River rafting is on top of the list as the most sort out for water sport in India. Sailboats are more in demand in the southern cities of India...

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YACHT MAINTENANCE
& MONSOON STORAGE

ANGLING EQUIPMENT

Barramagic & Ultra Minnow Lure You Into Fishing!



Fishing or Angling is one of the best sports that can be enjoyed by the entire family. Everyone participates and fishing takes you outdoors, closer to nature. India has a vast topography of lakes, rivers, dams and coastal areas where one can try different styles of fishing like fly fishing, dead bait fishing, live bait fishing, lure fishing and trolling. With the United States having at least one member in a family going fishing, India is still to fully discover and explore this fantastic recreation! LURE FISHING is one of the most exciting ways of catching predatory fish. Pike, perch, bass, trout, there is an endless..

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BOAT IN FOCUS

Keeping The Legend Alive: Rodman Fisher & Cruiser Series



The Rodman is fairly unique in the sportfisher segment. They offer massive side decks that not many of the other brands do. If you're looking for a boat for more than just sport fishing, apt to be able to handle the blood and guts side of angling, if you need a boat which is luxurious enough to impress without being OTT, a boat which drives effortlessly, can handle a decent sea and comes in and out of the marina without too much fuss, a boat that can entertain around eight corporate guests, but be comfortable to cruise with between four and six, there aren't any on par with the Rodman range...

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WATER SPORTS & SAILING
IN MUMBAI AND GOA



INDIAN BUILDS

XS Marines' Sea Bird Mark 3 HF: Sail On Crazy Diamond!



Panambur Beach in Mangaluru, which already has a public-private partnership to enhance tourist facilities, introduced another attraction — Crazy Diamond, a sail boat that can offer the sailing experience of the days of yore. Manufactured by Sheri Bamboat of XS Marines, Mumbai, the Sea Bird Mark 3 HF has been brought to Panambur by Mahesh Kamath, a sailing enthusiast who runs Mahesh Marines in Mangaluru. Though it has a capacity to ferry two tonnes, Mr. Kamath has restricted it to six persons, including the crew. It is the first sail boat being offered to the public in Karnataka...

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SAILING IN INDIA

Sailing The Konkan Coast: A Necessary Experience By Vibhav Mariwala



Vibhav shares his story about the first time he went cruising along the Konkan coast. His insights and discoveries on the country's history and environment makes one sit back and think of the many adventures that await only a few hours from the city coast. His dialogue has a unique message for all of us. Especially the government of India, to not only think about opening up the coast for adventure but to also act upon the upkeep and infrastructure at these destinations. Read on about Vibhav's journey, his experiences and lessons learnt on this coastal voyage. We thank him for contributing to...

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LIFESTYLE EVENTS

Mahindra Odyssey At The 5th Mumbai Wine Fest



Mahindra Odyssey participated in the 5th Mumbai Wine Fest held at Radio Club, Colaba as the official Boating Partner of the event. Being one of India's premium lifestyle events, it showcased the best of boutique wines and the finest collections of Artisan & Gourmet Cheese. People thoroughly enjoyed grape stomping sessions and a live band playing contemporary music. Mahindra Odyssey offered an exclusive sunset Harbour Cruise to select lucky couples who visited the fest. People were thrilled with the boat ride in the Mumbai Harbor and were glad to discover the Mahindra Odyssey...

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TECH TALK

How To Make The Best Of Social Media Marketing



Social media marketing can help with a number of goals, such as website traffic, conversions, brand awareness, creating a positive brand association and communication and interaction with key audiences. Only by establishing your goals can you measure your social media ROI. If you're new to social media marketing you might believe that a few blog posts, daily, random status updates, and a healthy number of "followers" and "likes" are going to magically grow your business. The truth is: this stuff takes real planning and dedication. Serious online marketers know that in order to...

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