

ALL ABOARD! AS THE 'RANVEER ON TOUR' GOLDEN PASS LINE TRAIN TAKES OFF IN SWITZERLAND!

30th April 2018: It's clear that Ranveer Singh is #InLoveWithSwitzerland but today the country reciprocated its love for the young super star by dedicating a special 'Ranveer on Tour' train on the Golden Pass Line to the actor. The 'Ranveer Singh on Tour' train has been launched by Switzerland Tourism and the Swiss Travel System to honor the multi-talented Ranveer Singh's contribution towards the increasing popularity of the country as the preferred destination of Indian tourists.

The train's maiden journey was inaugurated by the official brand ambassador of Switzerland Tourism, Ranveer Singh. Also present at the inauguration were Mr. Martin Nydegger, CEO Switzerland Tourism and Mr. Maurus Lauber CEO Swiss Travel System. Offering sweeping, panoramic views of the changing landscapes of the Lake Geneva Region the 'Ranveer on Tour' train which has been branded with pictures of the handsome star will take its passengers from stunning Montreux, through the UNESCO world heritage vineyards of Lavaux and the Jura mountains to the Bernese Alps. The train, one of the most scenic routes of the Grand Train Tour of Switzerland, is a definite "must do" for all visitors to Switzerland.

Mr Martin Nydegger, CEO Switzerland Tourism said at the inauguration "The Indian market is fundamentally important for Switzerland Tourism. In 2017, activities to promote Switzerland in India have resulted in a strong increase of 23.4% in overnights. Our campaign with Ranveer Singh as our Brand Ambassador has powerfully contributed to this recent success: Switzerland has become increasingly famous as an adventurous and fun destination for younger Indian visitors. »

Mr Maurus Lauber, CEO of Swiss Travel system said at the event "Indians are extremely important for the Swiss Travel system and the number of Indian travellers using the Swiss Travel Pass has doubled since 2013. We are very proud that the Golden Pass Panoramic train is named after Ranveer Singh and we hope this inspires more Indians to travel on this premium route on the Grand train tour of Switzerland."

Overwhelmed by the gesture, an excited Ranveer Singh said, "I am thrilled and honored to be inaugurating this specially dedicated train on the Golden Pass Line. The 'Ranveer Singh on Tour' train is not just transport, but an unforgettable journey that takes you on a panoramic journey of Switzerland. Looking through the huge panoramic windows of the train is a feast for the eyes as you drink in the beautiful views of tall mountains, green valleys and endless vineyards. I still remember being completely mesmerized on my first train ride last summer and I hope all our esteemed travelers enjoy this incredible ride as much as I did!"

Post the inauguration, Ranveer took a commemorative ride on the train while interacting with the passengers and signed a few post cards greeting for future fans who board the 'Ranveer Singh on Tour' Train.