



GOVERNMENT OF KERALA

Abstract

Tourism Department- MADHYAMAM- COME ON KERALA-SEASON 8- UAE EXPO 2026-Kerala Tourism Promotion-Title Partner of Travel and Tourism Pavilion Expo- Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.107/2026/TSM Dated,Thiruvananthapuram, 18-02-2026

Read 1 Request dated 04.02.2026 submitted by the Country Head- Business Solutions, Madhyamam , Silver Hills, Calicut

2 Letter No.DOT/448/2026-M1,dated 16.02.2026 from the Director of Tourism.

ORDER

The Madhyamam Group, as per letter read as 1st paper above has submitted a proposal to Government to promote Kerala Tourism at the "*Come on Kerala - Season 8*" UAE Expo 2026, scheduled to be held from May 8–10, 2026, at the Sharjah Expo Centre, UAE. The Promotion Campaign is proposed across six GCC countries (UAE, Saudi Arabia, Qatar, Oman, Bahrain, and Kuwait) from February 15 to May 31, 2026.

2. The Director, Tourism , as per letter read as 2nd paper above, has recommended the proposal for appropriate decision and has proposed to meet the expenditure in this regard from the Head of Account 3452-80-104-98-00-34-03 PV Marketing (Plan).

3. Government have examined the matter in detail and taking into

account the fact that the *Come on Kerala* initiative will enable strong engagement with Gulf Malayalee NRIs and create a meaningful impact in promoting Kerala tourism among overseas Keralites, Government are pleased to accord sanction to the Director of Tourism to expend an amount of ₹30,00,000/- (Rupees Thirty Lakhs Only) from the Head of Account **3452-80-104-98-00-34-03-PV-Marketing (Plan)**, towards promotion of Kerala Tourism at the **"Come on Kerala - Season 8" UAE Expo 2026** as the ***Title Partner of Travel and Tourism Pavilion Expo.***

4. The Country Head- Business Solutions, Madhyamam Group, shall furnish a Utilization Certificate to the Director of Tourism within three months of receiving the sanctioned amount and the Director of Tourism shall verify the authenticity of the Utilisation Certificate.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park View, Thiruvananthapuram.

The the Country Head- Business Solutions, Madhyamam Group (through the Director of Tourism)

The Principal Account General (Audit), Kerala, Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam, Thiruvananthapuram

The Information & Public Relations Department (for uploading in the website)

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Forwarded /By order

Section Officer

Copy to :

- 1.PS to the Minister TSM
- 2.CA to the Secretary, TSM
- 3.CA to the Additional Secretary,TSM