

Southall Travel Sponsors Gurdas Maan's 2015 Concert Tour to the UK

Southall Travel sponsored the 2015 'Masti UK Tour' of Gurdas Maan, the Punjabi singer from India, well known in the UK for his blockbuster stage shows. The multi-city tour included performances at some of the nation's most iconic venues.

London, 29 April 2015: [Southall Travel](#), the Buckinghamshire based travel company, recently sponsored the concert tour of India's legendary Punjabi singer, Gurdas Maan. The 7 city 'Masti UK Tour 2015' that began at Leicester's De Montfort Hall on 3rd April, ended on 18th April with an enthralling performance by the celebrated artist at Birmingham's Genting Arena. London's iconic Wembley Arena hosted the gala performance by the star on 11th April. Other cities that were part of the tour are Wolverhampton, Glasgow, Southampton and Bradford.

NEW - GURDAS MAAN "MASTI UK TOUR 2015" - BUY TICKETS NOW!

UK BOX OFFICE

GURDAS MAAN masti UK TOUR 2015

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Fri 3 rd April De Montfort Hall LEICESTER	Sat 4 th April Civic Hall WOLVERHAMPTON	Tue 7 th April Royal Concert Hall GLASGOW	Sat 11 th April The SSE Arena Wembley LONDON	Sun 12 th April O2 Guild Hall SOUTHAMPTON	Wed 15 th April St. Georges Hall BRADFORD	Sat 18 th April Genting Arena (NEC) BIRMINGHAM
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THE SSE ARENA WEMBLEY
LONDON
Saturday 11th April

GENTING ARENA (NEC)
BIRMINGHAM
Saturday 18th April

De Montfort Hall
LEICESTER
Friday 3rd April

Civic Hall
WOLVERHAMPTON
Saturday 4th April

Royal Concert Hall
GLASGOW
Tuesday 7th April

O2 Guild Hall
SOUTHAMPTON
Sunday 12th April

St. Georges Hall
BRADFORD
Wednesday 15th April

Considered one of the most notable figures in the world of Punjabi music, Gurdas Maan has a huge fan following in the UK. The organisers (UK Box Office) had correctly predicted the 2015 tour to be one of Maan's most memorable shows to date. Maan's hugely successful 2013 tour to the UK was also sponsored by Southall Travel.

One of the leading travel companies in the UK, Southall Travel continues to sponsor a number of cultural, entertainment and sport events. In 2013, the company had sponsored the coverage of ICC Champions Trophy, held in the UK, on SKY Media. In the same year, the company had sponsored the IPL Twenty20 Championship, held in India, on ITV4.

“Event sponsorships are part of the company’s business strategy not only to bolster its brand equity, but also to enhance customer’s brand experience and engage with the target audience”, said Jaymin Borkhatria, Director of Sales, Southall Travel.

“Besides, Southall Travel recently launched some exclusive offers for holidays and [flights to India](#) and this event provided us with a wonderful platform to market our special deals”, he further added.

Additionally, the company continues to launch a number of other marketing, advertising, social media and sponsorship campaigns to reach out to the relevant target audience.

The Indian superstar, Gurdas Maan, has extensively toured the world, and apart from the United Kingdom, he has been performing in countries such as the USA, Canada, New Zealand, Greece, Denmark, Italy and Australia. Known for energetic stage performances, his music remains quintessentially Punjabi, with some western influence.

About Southall Travel

Southall Travel is one of the leading travel companies in the UK. Well known for its budget flight and holiday deals to destinations across the world, Southall Travel specialises in travel to the Indian Subcontinent, the Middle East, the Far East and the USA. The company has an extensive network of suppliers, including leading airlines, and hotels and resorts, allowing it to provide affordable flights and package holidays to its customers. Southall Travel has a dedicated team of well trained travel agents that is operational 365 days of the year. The company is an ABTA member and all flight inclusive holidays booked with the company are protected under its ATOL licence from the Civil Aviation Authority.

SOUTHALL TRAVEL LIMITED

Palmoak House, 19 South Road
Southall, Middlesex, UB1 1SU, England

Call: +44 020 8843 4444

Fax: +44 020 8813 8418

media@southalltravel.co.uk