



**Press Release**  
23 February 2010

## **Chiva-Som joins prestigious horse races at the Royal West India Turf Club in Mumbai**



Chiva-Som, Asia's first and best destination spa, will join prestigious horse races at the Mahalaxmi Race Track of the Royal West India Turf Club (RWITC) in Mumbai, one of the oldest and most well-known horse racing Clubs in India. Taking place on March 14<sup>th</sup>, 18<sup>th</sup> and 21<sup>st</sup> 2010, these races including the C.N. Wadia Gold Cup on the 14<sup>th</sup>, gather 10,000 people each day with the presence of Bollywood stars, socialites, politicians and race-going public. The Mahalaxmi race track is rated as one of the best in Asia.

Over the three days, Chiva-Som will offer mini treatments including hand massages and back, neck and shoulder massages exclusively to members of RWITC. These treatments will be performed by two highly qualified Chiva-Som spa and physio therapists under a Chiva-Som branded marquee in the member's enclosure. Everyone that samples a therapeutic session will receive a complimentary US\$150 wellness-credit voucher to be spent on any treatments during their stay at the resort in Thailand.

Chiva-Som is also sponsoring 2 lucky draw prizes for the races. This includes one voucher for a 3-night stay to be won on March 14<sup>th</sup> and one voucher for a 5-night stay to be won on March 21<sup>st</sup>.

General Manager of Chiva-Som, Paul Linder, commented, "Chiva-Som is delighted to provide some indulgent spa therapy to guests during their exhilarating day of racing. Thomas Cook declared its 'nine roads to happiness' in its *Indulgence Brochure*; Chiva-Som is proud to bring its key values of rejuvenation and spa to life in Mumbai."

Chairman of RWITC, Vivek Jain, commented, "Ever since I visited the Chiva-Som resort in Thailand in 2009, I realised what a fantastic health resort destination it truly is. That is why I've made the connection between RWITC and Chiva-Som and am really glad that they are coming to the races this season."

Thomas Cook India will have sales representatives on-hand in the marquee to provide travel advice and help people book their holiday at Chiva-Som.

For more information on Chiva-Som or to book your stay, visit [www.chivasom.com](http://www.chivasom.com), email [reservation@chivasom.com](mailto:reservation@chivasom.com) or call the resort on Tel: +66(0)32 536536.

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**Note to Editors:****Royal West India Turf Club**

The Royal Western India Turf Club Limited (RWITC), one of the oldest and most well-known horse racing Clubs in the country, is a company limited by guarantee and regulated by its Memorandum and Articles of Association of the Club. From the beginning, it has been an exclusive Club enjoying the patronage of socialites and eminent personalities alike. It had about 7566 members as on 30th June 2008. The Club hosts racing at two race courses: at the Mahalaxmi Race Course, Mumbai from November to April and at 6, Arjun Marg, Pune from July to October - in all a total of around 70 race days in a year.

**Chiva-Som**

A secluded world of beauty and serenity, Chiva-Som is the "Haven of Life" – a luxury health resort dedicated to revitalising the mind, body and spirit. The beachfront resort represents tranquility at its best with luxurious accommodation, nestled within lush tropical gardens.

Focusing on greater well-being and vitality, Chiva-Som offers extensive fitness, spa and holistic health facilities to help you relax, restore, rejuvenate and redirect. Personalised programmes and treatments are designed for everyone, blending Eastern philosophies with Western diagnostic skills. Widely regarded as the Best Destination Spa in the World, Chiva-Som welcomes you with unique Thai hospitality. Located in the Royal city of Hua Hin, the resort is less than three hours by car south of Bangkok.

Chiva-Som is the proud recipient of numerous accolades, most recently 'Best for Mind, Body and Spirit' and 'Best for Medical' SpaFinder's Readers' Choice 2009; '2<sup>nd</sup> Favourite Destination Spa' Conde Nast Traveller 2009 Readers' Travel Awards; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009 (and every year since 1999).; 'Best Overseas Spa' Luxury Travel&Style Magazine 2009 Gold List; 'Spa Cuisine of the Year' AsiaSpa 2008; 'Favorite Spa in Thailand' and 'Top 10 Medi-Spas' Spa Finder 2008; 'Best Spa in the world' The ULTRAS-The Ultimate Luxury Travel Related Awards 2008; 'Best Overseas Spa' Luxury Travel&Style Magazine 2008 Gold List

Chiva-Som has achieved the prestigious Green Globe certification recognising our commitment to operating at the world's highest environmental standard on all levels of operation. The resort has several initiatives, policies and practices in place for energy efficiency and conservation, waste water treatment and reuse, fresh water conservation, waste minimisation and recycling, air quality management and environmentally friendly product-usage.

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