

MUMBAI IS ALSO HOST TO THE ANNUAL MUMBAI INTERNATIONAL BOAT SHOW, A WORLD-CLASS EXPOSITION THAT FINDS MENTION IN THE PRESTIGIOUS IBI BOAT SHOW CALENDAR.



Top: The external stern seating area on the 197-foot Mary Jean II, built by ISA Yachts.


Right: One of the luxurious staterooms on Vicem Yacht's 75-foot long-distance cruiser.

seems to be a boating paradise. Add to this one of the fastest-growing millionaire populations in the world, and you have a ripe market in which to promote luxury yachts. Boat builders from all around the world have taken note and have already made exclusive boats available to the Indian consumer through a network of dealers. The financial capital of India, Mumbai, is also host to the annual Mumbai International Boat Show, a world-class exposition that finds mention in the prestigious IBI Boat Show Calendar. The show provides a platform for prospective boat buyers to study their options, and also for boat manufacturers and sellers to gauge the Indian market. Present at this show is everything from 20-foot speedboats to much larger superyachts, as well as boating ancillaries and services.

Consumers in India are spoiled for choice these days, and just about every major boat manufacturer in the world has either an established presence or is preparing to enter the market here. One problem faced by boaters in India is the lack of infrastructure for the boating community, and this has led to several wealthy Indians keeping their boats in the Caribbean, the Mediterranean or other 'boater-friendly' regions. India has only one luxury marina, in Kochi, and that leaves sailors in cities like Mumbai with no place to berth, and no on-water fuel pumps. In such a situation, the dealer who sells a boat must also provide comprehensive after-sales support, which includes service maintenance, refuelling, crewing and drydocking during the monsoons.



Hopeful boat owners also need to know that just buying the craft is not the only expense; the annual expenditure for owning and maintaining a luxury yacht is anything between 10 and 20 per cent of the cost of the craft. Smart owners choose to charter their craft when not in use, in order to cover these costs. Here again, the boat dealer should be able to provide chartering options where your boat, along with crew, is rented out to a third party for meetings or to entertain.

Leisure boating is all set to be the next big thing in India, and if bobbing away on the waves sounds like the perfect day out for you, there is no time like the present to buy your own boat and set sail! 

CRUISING THE MARKET

Some of the most elite boat manufacturers in the world have made a strong presence known in the Indian market through their dealers. The most well-known are below:

- Marine Solutions are the Indian representatives for the Italian Ferretti Group, as well as for French manufacturer Jeanneau.
- Ocean Blue Boating Pvt. Ltd are the Indian representatives for Italian marques Azimut, Atlantis and Nautor's Swan, French catamaran builder Lagoon as well as Canadian company Sea-Doo, manufacturers of speedboats and personal watercraft.
- Ocean Crest Marine are the Indian representatives for the British brand Fairline Yachts and Florida-based Monterey Boats.
- The ESTD are Indian representatives of several luxury yacht manufacturers from around the world, including ISR, Messerschmitt, Arcadia, Novatec and Saturn Yachts.
- Navnit Marine are Indian representatives for British boat manufacturer Princess Yachts and American boat manufacturer Bayliner.
- Italy's FIPA group has brought its four superyacht brands – CBI Navi, AB Yachts, Intermare and Maiora – to India.
- Italian superyacht experts Tecnomar have set up offices in India, as have London-based yacht charter, sales and management professionals Oceanstyle.