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**PRESS RELEASE**

**Mayor of London promotes India Now season via mobile**

The Mayor of London has teamed up with mobile marketing agency Incentivated to promote the India Now season, London's largest ever celebration of India, which runs from July to September.

The three month campaign will explore Indian culture and celebrate the increasingly strong relationship between London and India. The season will include events and showcases of Indian art, film, food, theatre, music and fashion.

Posters advertising the event, and featuring a text call-to-action, are being posted throughout London, including on panels in Underground cars. By texting **INDIA** to **62967** (*spells MAYOR*) Londoners can sign up to receive an e-brochure, which will be sent immediately to the email addresses, for further information about the event.

Ken Livingstone, Mayor of London, says: "I hope that all Londoners will experience the many exciting cultural events taking place throughout July to September as part of India Now. It is our biggest opportunity to enjoy the cultural richness of a country that will be a huge part of all our futures."

Robert Thurner, Commercial Director of Incentivated, adds: "This is another example of the Mayor of London's pioneering use the mobile channel to reach Londoners on the move. The India Now campaign invites people to use their mobiles to request detailed information by email quickly and easily".

India Now is the latest in a series of mobile based services provided by Incentivated for The Mayor of London. Other campaigns include CABWISE (promoting safe travel via licensed minicabs), Recycle for London (encouraging recycling), RISE (celebrating London's ethnic diversity), Open Rehearsal (providing a booking service for arts events in the capital) and Love London (providing a calendar of London events).

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*managing mobile interactivity*

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Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

For more information please visit: <http://www.incentivated.com>

For more information about India Now events, please visit: [www.visitlondon.co/india](http://www.visitlondon.co/india)