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Rakhi- A celebration of the Bond of Love and Protection



India is a country known for its vibrant and diverse festivals, and Rakhi is one such festival that holds a special place in the hearts of its people. Celebrated in the month of August, Rakhi is a festival that commemorates the beautiful bond between brothers and sisters. Also known as Raksha Bandhan, the festival symbolizes love, care, and protection.

The word 'Rakhi' is derived from the Sanskrit word 'Raksha' which means protection. On this auspicious day, sisters tie a decorative thread, called Rakhi, around the wrists of their brothers as a token of their love and affection. The Rakhi is not just a simple thread, it is a representation of the lifelong promise of protection that brothers make to their sisters. In return, brothers shower their sisters with gifts and blessings, pledging to be there for them through thick and thin.

One of the most intriguing aspects of the Rakhi festival is its deep-rooted historical and mythological significance. As per Hindu mythology, the festival dates back to the famous story of Lord Krishna and Draupadi. Lord Krishna, while defending his devotee Draupadi, tore a piece of cloth from his robe to stop the bleeding caused by a relentless attack. This act of selflessness established a bond between them, and the Lord promised to protect her always. This incident laid the foundation of the Rakhi festival.



Photo by shantanukashyap

The rituals and celebrations associated with Rakhi are a visual treat. Sisters wake up early in the morning, take a refreshing bath, and adorn themselves in beautiful traditional attire. They then offer prayers to the deities, seeking their blessings for the well-being and prosperity of their brothers. The Rakhi thread is meticulously prepared, often embellished with beads, sequins, and other decorative items. Sisters tie the Rakhi on their brothers' wrists, whilst chanting prayers and applying a 'tilak' on their forehead.

The exchange of gifts is an integral part of the Rakhi festival. Brothers shower their sisters with presents that highlight their love and appreciation. These gifts could range from traditional Indian attire, jewelry, sweets, chocolates, gadgets, or even a heartfelt message. Sisters, on the other hand, also gift their brothers, symbolizing their gratitude and affection for their lifelong support and protection.

The festival of Rakhi transcends biological relationships and extends to every

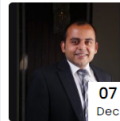
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brother-like figure in one's life. Cousins, close friends, neighbors, or even soldiers serving at the border are tied Rakhi threads by their sisters to signify the protective bond.

Apart from its religious significance, Rakhi also holds immense social and cultural importance. The festival serves as a platform to strengthen familial ties, mend broken relationships, and bring harmony among family members. It is an occasion where families come together to celebrate, share laughter, and create beautiful memories.

In recent times, Rakhi has gone beyond the boundaries of India. With the growing trend of globalization, Indians settled abroad also celebrate this festival with great enthusiasm. Sisters send Rakhis through mail services, allowing them to bridge the gap of physical distance and express their love and emotions.

Rakhi is a festival that emphasizes the importance of love, protection, and unity. It reminds us of the eternal bond between siblings and their responsibility towards each other. It is a celebration of the selfless love and lifelong support that brothers and sisters offer each other, making it one of the most cherished festivals in India.

As we approach the festival of Rakhi in 2023, the Hospitality industry is all set to celebrate the special occasion with bouquets of irresistible offers and arrangements

CHOWMAN

The renowned Chinese restaurant in Delhi has a specially curated offer for celebrating the bond of siblings.

So it's up to you to either head to Chowman's nearest outlet for **20% off on dine-in** or **order through the Chowman App for an exclusive INR 250 off** for a lavish Chinese spread. Chowman is known for its wide range of exotic dishes comprising over 600 menu items that will surely elevate the festive mood. And this time, get to choose from an array of options such as Four Treasured Mushrooms, Honey Glazed Chilli Squid, Hong Kong Chicken. Veg/Non-Veg Bao, seafood, Rice, Noodles, main course and much more!

Where- **Chowman, All Delhi NCR Outlets**

When: **August 30 (Wednesday)**

Delivery Offer: **Chowman App offer: 250 off. Use Code: RAKHI250.** T&C applied.

Dine-in Offer: **Up to 20% off on Chowman Pay for dine-in customers.**

Timing: **12 Noon – 10:30 PM**

Helpline: **18008902150**

Courtyard by Marriott Aravali Resort

To celebrate the cherished bond with your siblings on this auspicious occasion of Rakshabandhan, Courtyard by Marriott Aravali Resort presents exquisite F&B offerings. Guests are invited to savour a delectable Sunday Brunch at Aravali Kitchen, an all-day dining restaurant enveloped in a festive and serene ambiance. To cap off this memorable day, one can indulge in irresistible Asian culinary delights at Huang, the Pan-Asian specialty restaurant. Courtyard by Marriott Aravali Resort also warmly welcomes everyone to celebrate Rakshabandhan with a special sibling brunch, open to both in-house and walk-in guests, all priced at INR 2999+ taxes.

The Lodhi, New Delhi

The Lodhi, New Delhi's Curated Rakhi Hamper

An exclusive ensemble that redefines luxury gifting, The Lodhi, New Delhi presents the ultimate gift of opulence for your loved ones this Rakshabandhan. Celebrate the eternal sibling bond with a hamper that encapsulates love and tradition.

Indulge in a symphony of flavours with an array of artisanal chocolates, accompanied by the nostalgia-inducing allure of house-made Indian sweets. The Macaron Box adds a French twist to your taste journey, while the nut assortment brings both health and crunch to the mix.

The Lodhi's signature Sling Bag adds a touch of elegance, while the Jewelry Box safeguards treasures with finesse. And who can resist the allure of pampering? Choose between a rejuvenating pedicure, a lavish manicure, or a blissful head massage at The Lodhi Salon. For beauty enthusiasts, the Forest Essentials Gift Pack offers a lavish dose of skincare opulence, while the Newby Tea Gift Pack caters to refined tea sensibilities. The fragrant Potpourri sets the mood with nature's aromatic notes.

GIFT A HOLIDAY

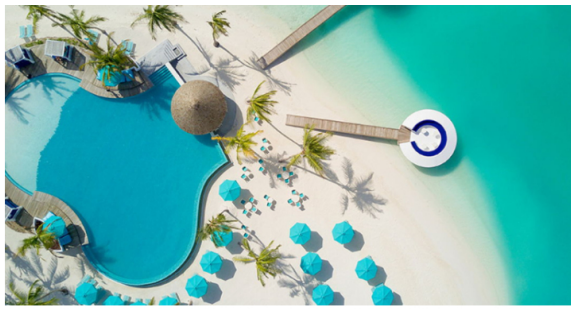
There are also flooding of exciting Holiday offers from Luxury Hotels and Resorts around the world to celebrate this special season.

Kandima Maldives



Unsung Heroes of Nature

Amidst all the dynamics of wildlife – the flora and fauna, all the debates on conservation,...



Kandima Maldives

Show your sister or brother that you care and express your gratitude to your family! Gift them an unforgettable Maldivian Holiday to remember!

This is a prominent active lifestyle private-island resort. Situated in the Dhaalu atoll, this 3-kilometre resort is an affordable lifestyle destination with an authentic Maldivian soul. It is about genuine hospitality with a human touch and innovative solutions using the latest technology. Kandima Maldives offers something for everyone and caters to guests of all ages: families, couples, groups of friends and honeymooners.

The resort has these current special offers –

Offer: Book Now, Stay Later!

Book a 3 or 4 night holiday now. Gift it to a loved one who can unlock an exclusive 55% discount on stays from 11th January 2024 to 23rd December 2024. It's the perfect opportunity to plan ahead and secure a dream vacation for one's sibling.

Package: 3-night stay that includes domestic flight transfers

Meal: Full-board meal plan

Prices: 3,600 USD / 2,99,000 INR (approx) for a 3-night stay, the package extends its offerings to cater to two adults

Accommodations: Beach Studio room category.



Complimentary Inclusions:

- Guests will be taken on a wonderful culinary journey, spanning breakfast, lunch, and dinner, presented through an enticing all-you-can-eat buffet accompanied by live cooking stations with unlimited juice, soft drinks, water, and tea/coffee during meal times.
- In case of families, two children below the age of 6 can enjoy a complimentary stay.
- For underwater enthusiasts, complimentary daily snorkeling trips to the house reef are offered
- Guests seeking holistic wellness can engage in daily yoga and fitness programs, while the younger ones can participate in the complimentary kids club activities.
- The resort's range of sports facilities, including tennis, beach volleyball, and football, are also complimentary.
- Evenings come alive at the Breeze bar with live music and DJ performances. Weekly beach games and pool parties at Breeze or Beach Club provide further entertainment.
- Honeymooners can enjoy special privileges, including a welcome Bottle of Wine, Fruit Basket upon arrival, and a romantic three-course beach dinner. Additionally,

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