



TRAVELU.RE ©

MEDIA KIT 2021





 TRAVELURE©

## About Ajay Sood

Ajay Sood, a Getty Photographer, runs '**Travelure**'. A self taught photographer, he physically shares his photography learning across the globe.

Ajay has featured in a coffee table book titled '**Dozen Doyens of Photography**' by Neenad Parulekar, as one of the 12 featured photographers.

Ibn Battuta's famous saying – 'Travelling – it leaves you speechless, then turns you into a storyteller' aptly describes his journey. Photography is not just a passion for him, it is the blueprint for his writing.

His love for travelling has taken him across **47 countries** and **102 UNESCO World Heritage Sites\*** to get stories that inspire, guide, and provide answers to travellers.

Ajay is a **Journalist member** of the Press Club of India, a routinely published photographer, Photo Editor, Photo Jurist, and was a Canon Photo Mentor from 2014 to 2016.

\* As of April 2021

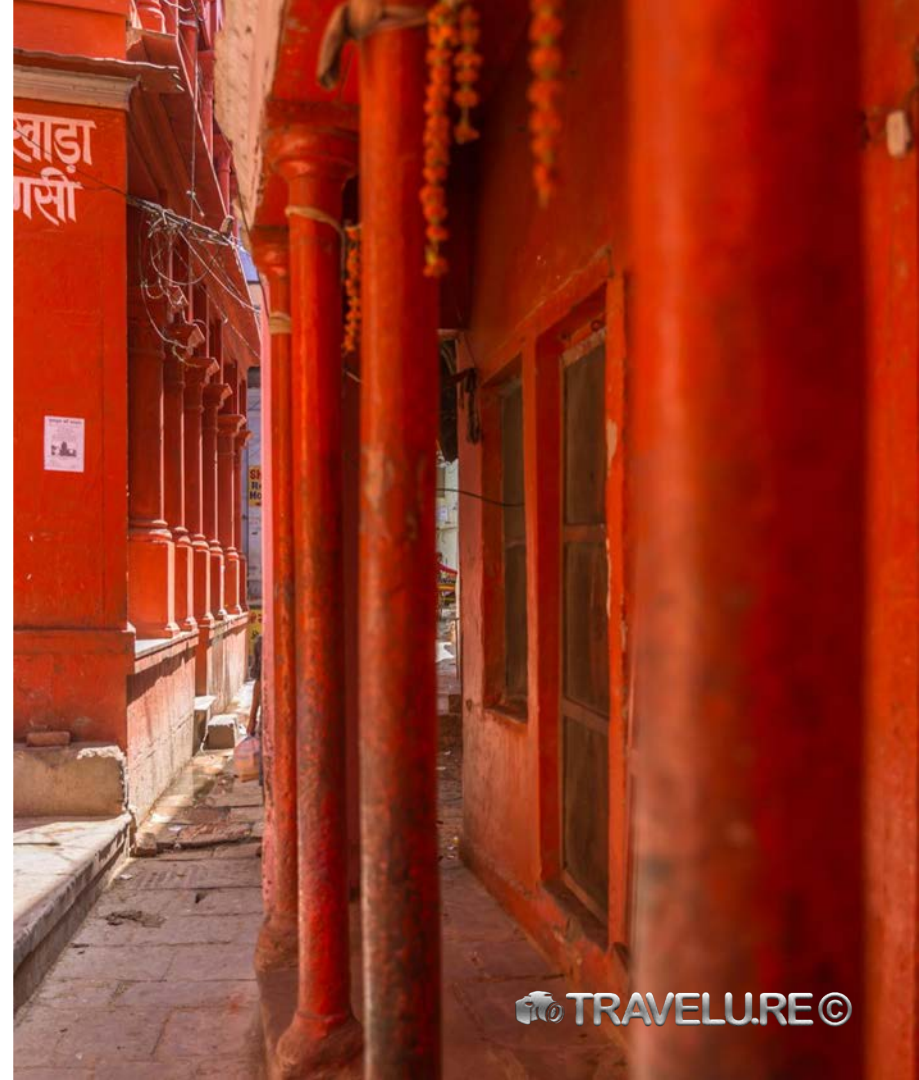
## About 'Travelure'

'Travelure' started in May 2015 as an aggregation of Ajay Sood's published articles. In this short period of its existence, 'Travelure' has inspired over 1787\* comments by its readers!

Travelure simply means building a lure of travel among its followers. Travelure makes destinations desirable by capturing the sights, sounds and stories through its images and imagery.

Travelure provides its readers well-crafted itineraries, pro photo tips, heart warming experiences, and honest reviews. Many travel enthusiasts have acknowledged they visit 'Travelure' to expand their travel bucket list.

\*as of April 2021





## Social Media Presence\*

**Facebook:** <https://www.facebook.com/Travelure/> - 14,956 followers (weekly post reach – over 6,800; weekly engagement – over 450)

**Instagram:** <https://www.instagram.com/Travelure/> - 4,204 followers (weekly impressions – over 11,000; weekly reach – 3,050; weekly engagement – over 750)

**Twitter:** <https://twitter.com/TheTravelure> – 3,802 followers (28 day tweet impressions – 645,000; mentions – 110; profile visits – 410)

**Pinterest:** <https://in.pinterest.com/travelure/> – 1,316 followers; 7,900 monthly unique viewers;

**YouTube (Verified Account):**  
<https://www.youtube.com/Travelure> - 146 subscribers; 9,190 views.



## Awards and Recognitions

### Awards:

- 2019 Earthys Award - Best Travel Short Story
- 2018 Best PhotoBlog Award by Gujarat Tourism and Innovative Council of Indian Tourism (ICIT).
- 2016 OSM (Outlook Social Media) Photographer of the Year

### Contests:

- Winner of the Cox and Kings' #GrabYourDream Contest – India's biggest blogging contest in which over 15,000 bloggers and digital content creators participated.
- Grand Winner of National Geographic Traveller's #GetOutThere Photo Essay Contest.

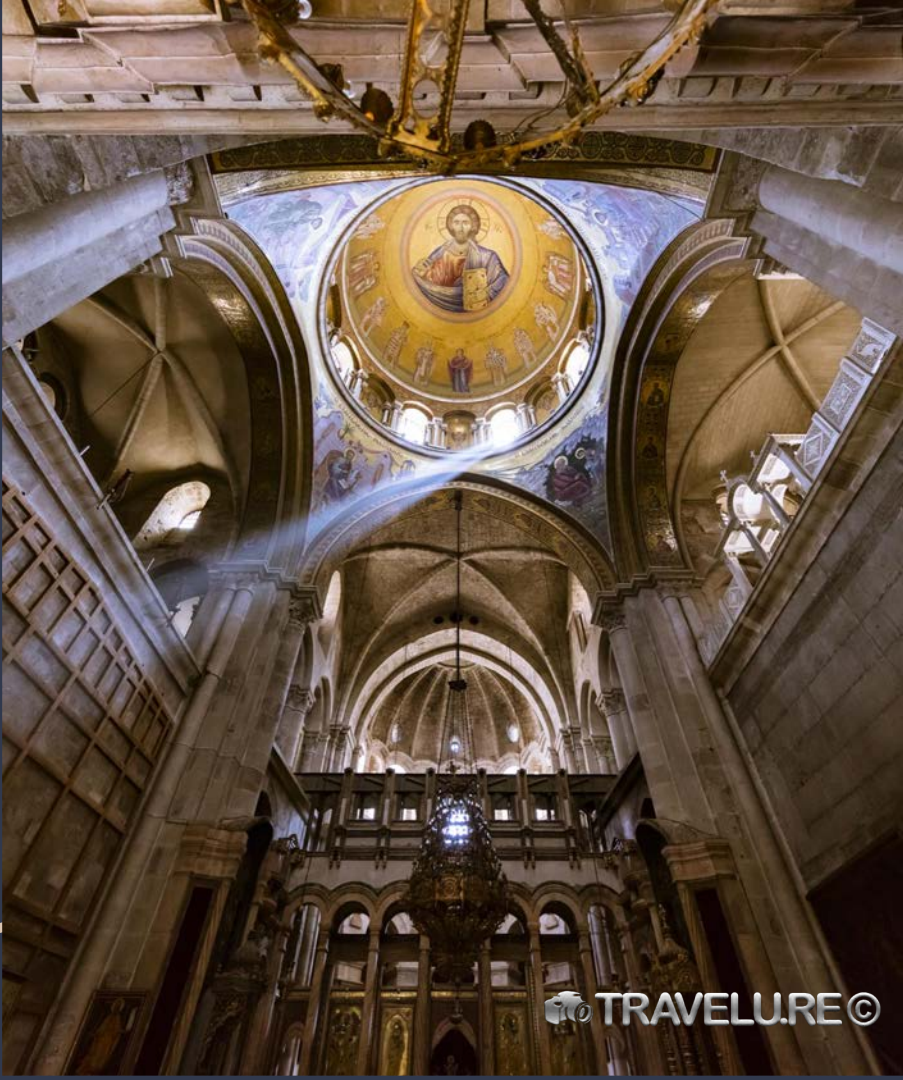
### Top Bloggers Lists:

- 'Travelure' features in numerous 'Top Bloggers' lists. Notable amongst them are 'Thrillophilia', 'Holidify', 'Indian Top Blogs', etc.

### Special Invitee:

- Global Media Travel Writers' Kumbh Conclave





## Speaking Assignments

- TBEX Europe 2016 (Stockholm)
- TBEX Asia 2016 (Manila)
- TBEX International 2017 (Jerusalem), and
- TBEX North America 2017 (Huntsville, AL).
- Ground Zero Festival, Vishakhapatnam (Keynote)
- Travel Massive, Delhi, and Mumbai
- Travel Talkies Delhi
- Times' Edutainment Show, Delhi
- 'So Delhi Confluence', Delhi

His talk on 'The 7 Deadly Sins of Travel Photography' at TBEX Europe 2018 (Ostrava, Czech Republic) was hugely appreciated

## Workshops

Over 100 workshops on Travel Photography, Architectural Photography, and Photo Stories!

And across the country. For brands like Canon, Adobe, Nikon, SanDisk, Better Photography, Hoya, National Geographic, etc.



Ajay has been part of incredible experiences such as the [Times Passion Trails](#), curators of innumerable theme-based trails.

### As Experience Architect

- Architecture Photography Trail - Jaipur
- Bhopal Architectural Photography Trail
- Chandigarh Architectural Photography Trail
- Kumbh Darshan Heritage and Photography Trail - Prayagraj, Lucknow, Varanasi

### As Official Photographer

- Kaziranga Wildlife Photography Trail
- Western Ghats Trekking Trail
- Krishna Ras Trail

### As Social Media Influencer

- Underwater Photography in Andamans
- Odisha Culture and Heritage Trail
- Times Passion Culture & Heritage Trail, Madhya Pradesh

He is a regular invitee at Tourism Board FAM trips. Mauritius, Cyprus, Turkey, Spain, Czech Republic are a few of those.



## A few of the Brand Associations...



JetWings



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