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Royal Indian Raj International Corporation Launches Golf India

VANCOUVER, BRITISH COLUMBIA - The Royal Indian Raj International Corporation (RIRIC), one of India's largest foreign direct investor in the real estate sector, announces the creation of the first-ever vertically integrated golf initiative in the sub-continent, Golf India.

"Through our truly innovative initiative, Golf India, RIRIC will help grow the game of golf in India from the grass roots to the highest level of world-class courses," said RIRIC Chairman and CEO Manoj C. Benjamin. "We intend to develop a chain of golf courses and resorts throughout the Indian nation, and the creation of Golf India is the first step on this exciting journey."

Golf India is a significant and substantive business initiative with potential for very strong growth and appreciation of stock and corporate value. RIRIC provides the unique opportunity to be part of this ground-breaking initiative by making available exclusive founding membership positions in advance of general world-wide offerings. For more information please contact Ken Corey, RIRIC Sr. Vice-president, at Ken@royalindianraj.com.

Golf India is charting an extraordinary new path for golf in India. RIRIC is one of the first Western companies to envision the vast potential of India's emerging market and to actively seek out Strategic Alliance Partners in order to capture 'first to market' advantage.

Working with a team of experienced international advisors, seasoned executives, and alliance partners, RIRIC's principles Manoj C. Benjamin and Collins Benjamin have developed Golf India with their proven and disciplined approach to value creation.

"It is incredibly exciting to be working with the game's finest designers and most knowledgeable golf experts as Golf India brings the best of every aspect of the game to India," said Brad Ewart, President of the Golf India initiative. "Golf is the fastest-growing participatory sport in the world and Golf India is on the cutting edge of that growth potential in India."

The initiative is truly from the 'grass roots' up as Golf India will create golf courses to the highest international standards working with the game's most-celebrated course architects and designers. Golf India incorporates Golf Course Construction; Golf Learning Centers; Driving Ranges; Par 3 and Executive Courses; Mini-Putt Courses; In-school Golf Programs; Turfgrass Management; Golf Management Institute; Franchised Retail Golf Shops; Golf Media and more.

In 1829, the first golf course outside of the United Kingdom was established: The Royal Calcutta Golf Club. RIRIC's Golf India is poised to make golf history in India again. As Jeev Milkha Singh, one of three India-born professional players now members of the European Tour and first Indian to play in the prestigious Masters tournament, recently told Golf World Magazine: "Golf is the fastest growing sport in my country today. The economy is booming, and my feeling is that the game is going to be huge."

Golf India is positioned to be a major player, and driving force, in that growth.

Royal Indian Raj International Corporation, (RIRIC), incorporated in Nevada, USA, in March 1999, with offices in Vancouver, London and Bangalore, India, maintains a country-specific, six-sector heavy infrastructure orientation, focused on the free world's largest emerging market, India. The company's vision is to help develop the New India by modernizing residential and commercial real estate developments, methodologies, and businesses through the realization of self-sustaining cities for the future. RIRIC implements leading-edge technologies and products in strategic alliance with world-class international corporations.

RIRIC's vision is to be the leader in bringing a new level of golf to India in the new millennium. RIRIC Golf India is a substantive business opportunity offering the potential for powerful growth and significant appreciation of stock and corporate value.

Fully understanding the economic potential of this opportunity, RIRIC has taken a long-term view to investment in India with two five-year programs that can result in substantial, above-average returns to investors. The company has a committed and disciplined team approach to value creation through its management capabilities and effective partnering with mutually beneficial alliances.

Golf India President Brad Ewart brings a wealth of experience to both the RIRIC development team and Golf India. Over the past 40 years Ewart has played golf in 31 countries worldwide and has played golf at an amazing total of just under 800 different courses. For five years Ewart was based in Tokyo, Japan where he worked as a golf instructor, writer and golf course design consultant. Ewart played the Asian Golf Circuit in 1990 and 1991 with stops in Calcutta and New Delhi, India; served as media chairman for the PGA Tour's Air Canada Championship; and was the marketing director for both the Westwood Plateau G&CC and the Golf Vancouver consortium.