

# ‘Cool Japan Festival’ 2017 Bring the Best of Japanese Culture, Food & Entertainment to Mumbai & New Delhi This Winter

*‘High Street Phoenix, Mumbai & DLF Promenade, New Delhi get ready to experience India’s biggest Japanese cultural festival in November & December this year!’*

TOKYO, MINATO-KU, JAPAN, November 9, 2017 /EINPresswire.com/ -- 8th November 2017: Japanese products, cars and technology have been a part of India for the longest time. There is so much to know about Japan’s diverse culture, tasty and healthy food, unique products and services, which is why one must attend [Cool Japan Festival](#) 2017 in November this year at High Street Phoenix, Mumbai on 25th and 26th November 2017 and DLF Promenade, New Delhi on 2nd and 3rd December 2017.

Initiated in 2012 as part of the 60th friendship year between Japan & India, Cool Japan Festival first took place in Mumbai as part of a project by Japan’s Ministry of Economy Trade and Industry (METI). Since then, it has become an annual event held at High Street Phoenix, Mumbai, organized by Maidoindia (Maido Enterprises Pvt. Ltd) a company that has been promoting Japanese food & culture in India since 2007.



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*Rajendra Kalkar, (West)  
President of The Phoenix  
Mills Limited*

ambassador Doraemon along with popular anime character Shin-chan attending the festival.



**Cool Japan Festival**  
FEEL JAPAN LIKE NEVER BEFORE



On the occasion of the announcement of Cool Japan Festival, Japanese Ambassador to India, Mr. Kenji Hiramatsu commented, “In the recent years, the relationship between Japan and India has become even stronger in political and economic aspects, with the backdrop of deep ties in history and culture. While the global situation is becoming increasingly uncertain, we can be sure that the Japan-India relationship is unshakeable. Both the Governments mark the year 2017 as a year of Japan-India friendly exchanges, and the Cool Japan Festival is one of the major events to wrap up the entire program. I wish the organizers great success for the festival.”

**\*Important dates & event information\***

**COOL JAPAN FESTIVAL 2017**

MUMBAI EDITION	NEW DELHI EDITION
<b>Dates:</b> Saturday 25 November 2017 & Sunday 26 November 2017	<b>Dates:</b> Saturday 2 December 2017 & Sunday 3 December 2017
<b>Time:</b> 12 noon onwards	<b>Time:</b> 12 noon onwards
<b>Entry:</b> Free	<b>Entry:</b> Free
<b>Venue:</b> High Street Phoenix, Lower Parel, Mumbai	<b>Venue:</b> DLF Promenade, Vasant Kunj, New Delhi

“This will be our 6th edition in Mumbai and to add to the excitement, we are bringing the festival for the first time in New Delhi this year” commented Mr. Hakuei Kosato, the Founder & Director of Maido Enterprises Pvt. Ltd.

Many Japanese companies are participating in the project this year. Some of these include All Nippon Airways (ANA), Kirin Beer (Kirin Holdings Singapore Pte Ltd), Dai Nippon Printing Co., Ltd (DNP), Fantasista Inc, Suncolette Pte Ltd, KOSE Corporation India Pvt. Ltd., Muginoho Global Pte Ltd (Beard Papa), The Japan Times (media partner) and many more.

The festival will also see Japan’s first national anime

“Several Japanese companies want to be a part of the ‘Indian growth story’. Some of them already had plans to test their products in the Indian market and we hope we can be a catalyst and assist them in their India journey” commented Kosato.

Here are some interesting highlights of Cool Japan Festival 2017:

1) The festival’s brand ambassadors are sure to add a lot of excitement to the event.

- Popular Japanese TV star & athlete So Takei will grace the event in New Delhi.

- Miss World Japan 2016 Priyanka Yoshikawa, will charm the visitors in Mumbai & New Delhi, representing the rich bio-cultural heritage of both countries.

- Mr. Narendra Kumar, the famous fashion designer who is a big admirer of Japan and has been supporting the event since its inception will come and speak about Japan.

2) The energetic Japanese Pop singer & DJ, Yayoi Daimon will perform some of her favorite songs in the Mumbai edition while J-POP artist Macheri will be performing on some pop numbers in the New Delhi edition of the festival.

3) Another highlight of the festival will be an ENKA performance in New Delhi, by Sarbjit Singh Chadha who is Japan’s first non-Japanese Enka singer. He will be singing ENKA, which is Japanese music genre similar to the Indian Ghazal.

4) Japan’s first national anime ambassador Doraemon, along with popular anime character Shin-chan will be a part of the festival and entertain the visitors, especially the kids attending the festival

5) Another interesting line up is a series of dance performances by:

- In Mumbai, Sahelia – a group of Japanese dancers traveling from Japan to perform a few Bollywood numbers.

- In Mumbai, Spice Madams - a group of talented Japanese ladies living in India, who enjoy dancing on Bollywood numbers.

- In New Delhi, NH8 – a dance group with many Japanese citizens who love performing Indian songs.

6) For all the Japanese Anime fans, Cool Japan Festival 2017 will showcase a Cosplay Fashion Show where comics and pop culture from all over India will unite to showcase popular Japanese anime characters.

7) There will be a special traditional dance performance by cute Japanese kids living in India as they will use this platform to showcase their culture, in New Delhi

8) In Mumbai, The Mumbai Kendo Club will demonstrate, Kendo the ‘way of the sword’, one of the many Japanese martial art forms using bamboo swords and protective armor.

9) One of the main highlights of the event each year is the Japanese Food corner where one can try



Cosplayers show their love and support for the Cool Japan Festival!

authentic Japanese food dishes such as:

- a) Miso Soup, the traditional, healthy & tasty Japanese soup (Mumbai)
- b) Dorayaki, a Japanese sweet made with Azuki red bean paste (Mumbai)
- c) Fresh & natural cream puffs, prepared by popular Japanese brand Beard Papa (Mumbai)
- d) Sushi, the trendiest Japanese food in the world (Mumbai)
- e) Yakitori, a must try Japanese style grilled chicken dish (Mumbai & New Delhi)
- f) Ramen, the popular Japanese style soup noodle (New Delhi)

Speaking on the occasion, Rajendra Kalkar, President (West) of The Phoenix Mills Limited said, “Cool Japan Festival was a great hit last year with patrons pouring in to witness Japanese culture at High Street Phoenix. This year, the festival gets larger than life with more brands participating and more events that our patrons can experience.”

“We are thrilled to begin the festive season at DLF PROMENADE by hosting the Cool Japan Festival in Delhi. I am sure the guests visiting DLF PROMENADE would be enthralled with the wide array of Japanese food and cultural showcases through this two-day-long event”, added Siddhartha Natu, AVP & Centre Head, DLF Promenade.

As Japan gears up to visit & feel India, let us welcome India’s old friend with a humble ‘bow’ and get ready to feel Japan closer than ever before!

About maidoindia (Maido Enterprises Pvt. Ltd.):

Maidoindia is in the business of bringing Japan closer to India through food, art, culture, and much more since 2007. The company owns & operates India’s premier take-away Japanese food service, Sushi and more (since 2011) and organizes the largest Japanese event in India – Cool Japan Festival (since 2012).

[www.cooljapanfestival.com](http://www.cooljapanfestival.com) | [www.maidoindia.com](http://www.maidoindia.com) | [www.sushiandmore.com](http://www.sushiandmore.com)

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