

# Switrus Goes Global: Becomes The First Indian Tour Operator To Open A Branch In Germany

Category: Business

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In a bold and unprecedented move, **Switrus Holidays**, India's fastest-growing European travel brand, has officially opened its first international office in Germany. With this milestone, Switrus becomes the first and only Indian tour operator to establish a registered travel branch in Germany, setting a new benchmark for outbound travel in India.



## **Landmark international launch of Switrus GmbH in Germany set to transform how Indians experience Europe**

From its humble beginnings in Thrissur, Kerala, Switrus has grown into a household name for weekly group European tours, with over 25,000 happy travelers, 9 offices across India, and now, a flagship international base in the heart of Europe.

The grand [opening ceremony of Switrus' Germany](#) office was held in Duisburg, marking a proud and emotional milestone for the brand. The [event](#) witnessed the presence of esteemed guests and local dignitaries from both the Indian and German communities, symbolizing a bridge between two cultures. The ceremony was graced by:

- **Mr. Marcus Jungbauer**, Bezirksbürgermeister Hamborn (District Mayor of Hamborn) – reinforcing strong civic and cultural support for this Indo-German collaboration
- **Mrs. Felix Kaya**, Senior General Manager, Western Union Duisburg – representing leadership in international [business](#) and financial services
- **Christoph Henneken**, Attorney General of Duisburg – highlighting the strong legal and civic partnership

- **Fr. Dr. Issac Elsadanam**, Parish Priest at St. Joseph Church, Duisburg – blessing the occasion and offering prayers for the success of the new venture
- **Mr. Jose Kumbiluvellil**, Member of Loka Kerala Sabha and Senior Media Activist – symbolizing the strong voice of the Indian diaspora in Europe

Their presence underscored the global relevance and growing impact of Indian tourism in Europe, and marked the occasion as a truly cross-cultural celebration.

*“Switrus is not just connecting cities-it’s connecting people,”* said **Bezirksbrgermeister Hamborn**. *“We welcome this [initiative that deepens tourism ties and cultural exchange between India and Germany](#).”*

The ribbon-cutting ceremony was followed by a cultural evening, showcasing the spirit of India with a blend of traditional hospitality, local cuisine, and heartfelt community engagement.

In an industry that often depends on third-party vendors and fragmented planning, Switrus’ presence in Germany launch isn’t just about logistics-it’s about reimagining the emotional and cultural experience of [Indian](#) travelers in Europe.

*“We didn’t just want to send travelers to Europe-we wanted to be there for them,”* said **Dr. Joby George, Founder & CEO of Switrus Holidays**. *“This is not just a branch. It’s a bold move toward making Europe simpler, safer, and more accessible for Indian travelers. We are proud to be the first Indian travel company with a direct presence in Germany-bringing better control, faster coordination, and more value to our customers.”*

This expansion marks a new chapter not just for the brand, but for the Indian travel industry at large-signaling a shift in

ambition, scale, and global integration. Switrus plans to scale this [global footprint with future branches in Asia](#) and the Middle East, and introduce curated travel experiences.

