

## **Embassy of India**

### **Budapest**

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## **PRESS RELEASE**

### **Eger Says Hello to India**

The three-day cultural festival *India Days in Eger* (26–28 March 2026), themed “Eger Says Hello to India,” has commenced on 26 March 2026. H.E. Ambassador Anshuman Gaur, alongwith Member of Parliament Dr. Gábor Pajtók and Rector of the Eszterházy Károly Catholic University, Dr. Ilona Pajtókné Tari, grandly inaugurated the Festival at the stunning Eszterházy Károly Catholic University.

Organized in collaboration with the Egri Norma Foundation, the opening ceremony in the university’s magnificent hall enthralled the audience with brilliant Indian classical music and dance by the artists of the Amrita Sher-Gil Cultural Centre, Embassy of India, Budapest.

In his keynote address, the Ambassador emphasized the importance of cultural exchange in strengthening bilateral relations and fostering mutual understanding between India and Hungary. He noted that the festival brings together a wide range of cultural, educational, and community initiatives on a single platform, and expressed appreciation to the organizers and the university administration for their vision and support.

The ceremony was also addressed by Member of Parliament Dr. Gábor Pajtók, who highlighted the importance of such initiatives in enhancing people-to-people connections. The Rector also addressed the gathering.

The opening day featured a photo exhibition on Indian Cinema at Fázis-Lollok House, as well as presentations on Indian tourism hosted at Eszterházy Károly Catholic University. These programmes reflect the shared values in education, arts, and intercultural collaboration, and the rising interest in India amongst Hungarian people.

The festival continues with a wide array of activities, including yoga sessions, an Indian gastronomy experience, a Bollywood film screening of acclaimed Gujarati cinematic masterpiece, *Hellaro* at Uránia Cinema, a drawing competition, henna art, chai tasting, and a wine-tasting event. Together, these programmes offer participants an immersive and multifaceted experience of Indian culture.

The event marks the beginning of a vibrant celebration of India's rich cultural heritage, traditions, and artistic expression in Hungary. "Eger Says Hello to India" aims to deepen cultural ties and foster lasting connections between the people of India and Hungary through shared experiences in arts, education, and community engagement.

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