

“Popularity of Maharaja Tents from India is Most Satisfying”



Martin de Jonge brings Indian tents to the Netherlands

How do you promote your tent business in the Netherlands?

I am using social media like Twitter, LinkedIn, Mindz, take advantage of free publicity, visit wedding fairs with the tents and also the first Gaybride and the first Naturisme fair. And other promotion part is the membership of the Netherlands-India Association and networking is very important. I am definitely happy with the 'popularity' of Maharadja Tenten. Our tents

How did you hit upon the idea of introducing Indian tents in Netherlands?

After 15 years of working in the labourmarket-office (finding work for the unemployed) I was asked to leave due to economic recession. At the age of 50 years (now 53) it was very difficult to find a job in the Dutch labourmarket, ones I had worked at the labour market office. On the internet I discovered the lovely tents from India and felt in love with the concept. After some survey and talks with the Chamber of Commerce and banks I decided to start my own company with tents from India. This in my opinion was challenging one hand and satisfying on the other.

How has been the experience so far with Dutch society? Do they find the concept novel and are accepting it?

The Dutch society in particular the upper class and wedding organizations like the



Indian tents at a social gathering in Amsterdam

colourfullness and design of the tents. Mostly the tents are used during weddings but also at funerals. Dutch people who have been to India know about use of tents at functions.

Did you employ Indian manpower to run your business?

No, I am running this business without manpower. By rentals I hire manpower. The tents are fabricated in Jodhpur in Rajasthan in India.

have been used in the India Festival 2008 in the Royal Concert Building and the Royal Theater during the promotion of Indian events.

How old is the business and do you supply tents all over the Netherlands?

Maharadja Tents is formally founded in February 2009, so it is a young company. We supply tents all over Netherlands, Belgium and Germany, so there are no borders.