

Anupam Mittal books Kashmir flight after Pahalgam terror attack, urges tourists to stand by locals: 'If we travel, Kashmir & India win'

Shaadi.com founder Anupam Mittal posted a photo of his flight tickets to Kashmir, saying he'll be travelling there with family.

In the wake of the tragic terror attack in Kashmir's Pahalgam on April 22 that claimed the lives of 26 people, Jammu and Kashmir's tourism industry has taken a heavy blow. The incident has led many to rethink their travel plans to the region, casting a shadow over what was once a thriving tourist destination.

Amid this uncertainty, entrepreneur Anupam Mittal, founder of Shaadi.com, decided to send a message of resilience. In a post on X, Mittal shared a picture of his flight tickets to Kashmir saying, "What Kashmir really needs is tourists to come back so I booked my ticket! If we vanish, they win. If we travel, Kashmir & India win."

What Kashmir really needs is tourists to come back so I booked my ticket! If we vanish, they win. If we travel, Kashmir & India win#ChaloKashmir #JaiHind ■■■■ pic.twitter.com/yaqApHlrrd

— Anupam Mittal (@AnupamMittal) May 16, 2025

Mittal extended the message to LinkedIn, this time with a longer post. Acknowledging India's strong response to Pakistan following the attack, he urged people not to overlook the local community in Kashmir, people who had only recently begun to reap the benefits of peace and booming tourism.

"The same Kashmir that was finally beginning to thrive – where tea sellers went from Rs 5,000 a month to Rs 5,000 a day... will now face cancelled trips, shuttered hotels, and another wave of fear and uncertainty," he wrote.

With conviction, Mittal revealed he had booked tickets for himself and his family, choosing to support Kashmir not just in spirit but through action. He urged others to do the same – to travel mindfully, help sustain local businesses, and show solidarity with the people of Kashmir.

"Because if we let Kashmir's economy crumble, if we let fear win, then those who lost their lives in Pahalgam will have died in vain," he said in the LinkedIn post.

"We stood behind our Army. Now let's stand beside our people," he wrote.

Social media users were quick to react to Mittal's post. A user commented, "This is more than a post—it's a call to action wrapped in empathy and courage. While national security matters deeply, so does standing with the everyday people whose lives are disrupted the most. Thank you for reminding us that true patriotism also means supporting those quietly rebuilding hope. Booking a ticket may seem small, but it sends a loud, clear message: we choose solidarity over silence."

Another user wrote, "This is the kind of leaders we want in our country who knows the real stuff, who shows up and leads from the front – kudos to you."

But not many people supported what Mittal had to say. One user wrote, "Sorry but due to security Kashmir is on my permanent no travel list. Not just from news but from close people visiting it. Most

of them got involved in one or other form of resistance like being thrown stones at their vehicles or local shops implying Kashmir is other country. Would reconsider if entrepreneurs like you start many businesses there with non locals working alongside locals.”