



Market

The need for quick and reliable travel services has never been greater than in today's fast-paced and globally-connected world. The swift response this has demanded has brought to surface the inadequacies of conventional travel agencies. Faced with a plethora of choices, made possible by the advent of low-cost carriers and their competitive fares, travellers have realised that the simplest, most comfortable way of comparing prices and booking air tickets is the internet. It was in this space that MakeMyTrip.com – the pioneering idea that jumpstarted the entire online travel revolution in India – found its calling.

No longer restricted by payment logistics, the remoteness of location or the time of day, travellers suddenly discovered that, for the first time, they were fully in charge, independent and in an environment that was, in addition, both safe and reliable. This added to the comfort and helped fashion an entire industry.

Sustained by a population that is getting progressively younger and with the increasing penetration of the internet, the online travel market crossed the Rs. 8000 crore (US\$ 1.75 billion) mark in 2008. This represented 11% of

the total travel industry market. Projections suggest that by 2010/11 online bookings will notch up revenues of Rs. 28,000 crore (US\$ 5.80 billion) comprising 25% of the industry.

Achievements

MakeMyTrip.com is the pioneer that started the entire online travel revolution in India. But being first was not a guarantee for success. Like all good ideas the pioneering spirit of MakeMyTrip.com needed to be supported by constant innovation, long-term vision and reliability. That businesses were taking notice of the emergence of an entire industry became apparent at award functions. MakeMyTrip.com was voted one of Asia's Hottest Technology Start ups by Red Herring and was also included in the list of the Top 100 Companies in Asia. In 2006, it won the Emerging India award from ICICI Bank as also CNBC-TV18. The following year, it was adjudged the Best Online Travel Agency in India by Galileo Express Travel World.

According to comScore, the world's leading digital marketing intelligence and measurement service, in the five-year period 2005/09, MakeMyTrip.com had the distinction of being the most visited travel website; it was also scored as the Number One travel website by JuxtConsult, a fully integrated market research company in India; and as the Most Preferred Online Travel Agency by the Travel Biz Monitor Survey, 2008.

MakeMyTrip.com has also emerged as the top seller among online and offline travel companies for all the major domestic and international airlines, as well as hotels. Recognition has come from Air India, Jet Airways, Kingfisher Airlines, Lufthansa, Malaysian Airlines and Air Mauritius and from Cidade de Goa and the Taj Group in the hospitality business. For its innovations in the field of digital marketing, MakeMyTrip.com has won the prestigious Abby Award (Gold and Silver), two years in a row.

Not without reason, in eight short years, MakeMyTrip.com, has garnered the trust of over one million satisfied customers as well as the respect and acclaim of the entire travel industry and business world.

History

Conceived and founded in 2000 by Deep Kalra, MakeMyTrip.com began as a small start up in Delhi focussing on the non-resident Indian (NRI) market – specifically on people seeking an economical ticket to visit home. Over a period of five years it became the foremost travel website in the US-India space. Today, it commands an impressive 4% share of the NRI

travel business to India pegged at US\$ 1 billion (Rs. 4800 crore).

With the low-cost carrier (LCC) revolution in 2005, the Indian market was ready for an online travel agency. MakeMyTrip.com made its India debut in September 2005 with its Lowest Airfare Guarantee. The MakeMyTrip.com website became the catalyst in revolutionising the Indian online travel industry. Heartened by the tremendous response, MakeMyTrip.com soon diversified its online travel offerings to



include domestic and international holiday packages and tours, as well as domestic and international hotels. It created a special space for MICE (meetings, incentives, conventions and exhibitions) travellers, group tours, corporate travel, domestic bus tickets and related travel services such as foreign exchange, visa assistance and travel insurance.

Today, MakeMyTrip.com leads the Indian online travel company domain. An air ticket or hotel room can be booked from almost anywhere in the world, around-the-clock. Customers have wide-ranging options to choose from and it is possible to generate an e-ticket or hotel voucher instantly.

As India's most trusted online travel agency, MakeMyTrip.com recorded sales of Rs. 1000 crore (US\$ 208.30 million) in the financial year ended March 2008 and Rs. 1500 crore (US\$ 312.50) in the following financial year. A 50% growth was a stunning achievement for a company less than ten years old.



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*Mandatory taxes to be made in India. To make your honeymoon dream, simply call us on 0285-200-8747 or visit www.makemytrip.com. Walk in to our Travel Shop VADOBARA, SAARTHI Condo, Opp. Noida Express club, Above Education Club, Noida Express road, Aligarh.



Product

A customer centric company, MakeMyTrip.com offers the potential traveller a comprehensive menu of best-value travel products and services. These range from domestic and international air tickets to corporate tours. The company's product repertoire balances non-air and air products with the evolving market for international holidays – a business prospect that MakeMyTrip.com has actively pursued. The growing popularity of its foreign holidays and tours operations is making this an important revenue stream for the company.

Not content with just its conventional offerings, MakeMyTrip.com has developed a powerful search engine that allows visitors to compare and book tickets on any airline, including low cost and full service carriers. The company also offers real-time bookings of over 4000 hotels in India and 12,000 internationally as also the facility for online hiring of cabs for airport transfers, day excursions and extended trips. Travel agents from anywhere in the world can access MakeMyTrip.com through an exclusive business-to-business extranet.

Every product and service offered by MakeMyTrip.com is supported in real-time by call centres that are operational around-the-clock, as well as 23 company-owned travel shops and franchisee outlets that have been opened in select cities.

Recent Developments

While MakeMyTrip.com continues to exert pressure on competition by constantly upgrading technologies, it has an ear firmly tuned to consumer needs. Two observations have moulded the company: the first is that many people still prefer the traditional touch-



and-feel method of booking tickets. In deference to them the company has opened 23 regional offices across the country. The second realisation was that every passenger is not an air traveller. To reach train and bus passengers MakeMyTrip.com has introduced separate sections on its website to book rail and bus tickets. These offer the most exhaustive inventory of routes and help make MakeMyTrip.com the most complete travel reservation portal in India.

In a recent introduction MakeMyTrip.com has launched a path-breaking initiative that facilitates multi-city airline bookings. This simply means that customers can search and compare fares for more than two departure and destination cities.

MakeMyTrip.com uses a completely fool-proof, Verisign-secure server. However, for people who prefer not to make online transactions, the company offers the facility of collecting payment against delivery of tickets at their doorstep.

In the most recent example of the company staying on top of technological developments, MakeMyTrip.com provided customers with the facility of searching, booking and paying for their air tickets using their mobile phone – even with a non GPRS-enabled instrument. This eliminated the need for a computer or an internet connection and gave travellers the advantage of making their purchases from anywhere in the country, at any time.

Promotion

The company's widespread brand recognition stems from its quality products and services, as well as its customer outreach programmes which have used innovative media promotions. Typically, they have entailed the strategic use of print, television, radio and online marketing. That MakeMyTrip.com was fully in sync with market needs is best exemplified in the fact that its India operation was launched with the challenging lowest airfare guarantee. In an intensely competitive market this was a bold statement to make. It made customers take notice and brought the young brand instant recognition and success. MakeMyTrip.com followed this with an equally compelling money-back guarantee which helped strengthen the company's stand of being a provider of high-quality travel services with easy-on-the-pocket prices.

Under the now-famous *Hamne Toda Vaada Toh Pay Only Aadha* (If we break a promise made to you, pay only half) slogan, MakeMyTrip.com revolutionised the international travel market.

This innovative campaign, offering a refund of half the money to a traveller who wasn't completely satisfied with his international holiday, was a huge success. In keeping with the same vein of confidence in its product and in its ability to

deliver, the brand also made an alluring offer of *Train Ke Daam Mein Plane Ke Mazein* (The elation of air travel at the price of a train ticket).

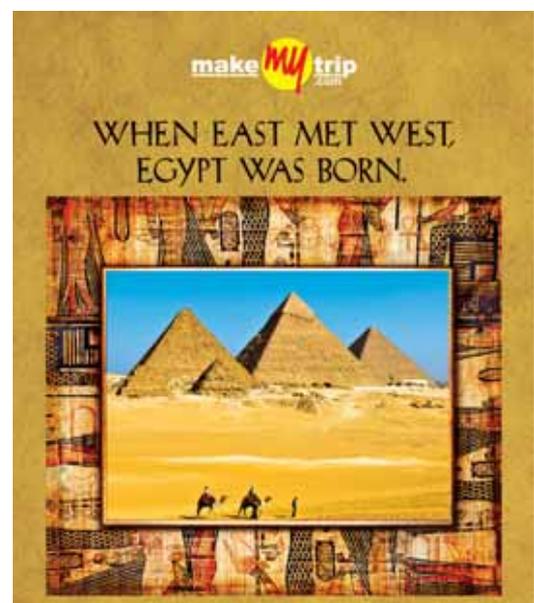
MakeMyTrip.com also offers various cash-back schemes for hotel bookings, flight reservations, and bus tickets as well as for holidays in India and abroad.

Recently, listeners of Hit! 95 FM were tackled by a promotion that gave them a chance to win a weekend break at an exciting destination. The number of enquiries that were received and the overall enthusiasm of participants showed the popularity of the scheme – and also was evidence that the radio was back in favour.

MakeMyTrip.com has also, in partnership with ABN Amro Bank, co-sponsored the increasingly popular and versatile Go Card, which offers a wide range of domestic and international travel services as well as exclusive promotions with airlines, hotels and holidays.

Brand Values

That many brands fail is a reminder that the consumer is a hard task master and the market, an unforgiving testing ground. The success that MakeMyTrip.com has achieved is the result of its unblinking focus on three core values: customer centricity, integrity and accountability.



Founded to empower the Indian traveller with choice, MakeMyTrip.com strives to offer its customers best-value travel products and services. Supported by cutting-edge technology and a vision to stay relevant it is – and will remain – the brand of choice.

www.makemytrip.com

Things you didn't know about MakeMyTrip.com

- MakeMyTrip.com was the first online travel company in India to offer its services through the internet, telephone, retail and mobile
- MakeMyTrip.com introduced the concept of candid hotel pictures and actual guest reviews to sell hotel rooms
- In 2007 more than one million travellers used its services
- Each month over 3 million unique visitors hit the company's website
- On an average, each day, MakeMyTrip.com sells 12,000 air tickets, 1000 hotel room nights and 200 holiday packages
- MakeMyTrip.com offers the revolutionary 'search-book-pay' SMS service for flight ticketing