

ONLINE BUSINESS MODEL IN TRAVEL DOMAIN- AN EXTENSIVE ANALYSIS EMPLOYING THE MATRIX OF SCALABILITY, FINANCIAL FORECASTING AND ALLIED ASPECTS

Rizul Gupta

Pathways World School Aravali Sohna Road, Haryana

MAKEMYTRIP.COM

ABOUT

Sustained from the seed of a solitary extraordinary thought - to engage the voyager - Makemytrip happened to pioneer the whole online travel industry in India. Makemytrip has upset the travel business through the years. This is the story of Makemytrip, India's Online Travel Leader.

Makemytrip.com, India's heading online travel organization was established in the year 2000 by Deep Kalra. Made to engage the Indian explorer with moment booking and thorough decisions, the organization started its trip in the US-India travel market. It intended to offer a scope of best-esteem items and administrations alongside front line engineering and devoted round-the-clock client help.

In the wake of uniting its position in the business as a brand perceived for its dependability and transparency, Makemytrip tailed its achievement in the US by dispatching its India operations in 2005.

With the prescience to seize the open doors in the residential travel market, brought on by a huge number of new aerial shuttles, Makemytrip offered explorers the comfort of online travel bookings at absolute bottom costs. Quickly, Makemytrip turned into the favored decision of a large number of voyagers who were pleased to be enabled by a couple of mouse clicks!

Makemytrip's ascent has been led by the vision and the soul of every one of its workers, for whom no thought was too enormous and no issue excessively troublesome. With untiring advancement and determination, Makemytrip proactively started to expand its item offering, including a mixture of online and disconnected from the net items and administrations. Makemytrip additionally stayed on top of things by consistently advancing its engineering to

meet the always showing signs of change requests of the quickly creating worldwide travel market.

Relentlessly building itself crosswise over India and the world, Makemytrip at the same time sustained the development of its disconnected from the net organizations like its establishments and partners all the while, enlarging the brand's as of now solid retail vicinity further.

Today, Makemytrip is significantly more than simply a travel entryway or a celebrated spearheading brand - it is an one-stop-travel-shop that offers the broadest choice of travel items and administrations in India. Makemytrip is the undisputed online pioneer, with its impart of the fly out business sector stretching out to more than half of all online deals, a certainty revealed by the trust set in it by a large number of euphoric clients.

Staying solid, proficient and at the bleeding edge of engineering, Makemytrip's dedication and client centricity permits it to better comprehend and accommodate its clients' various needs and needs, and convey reliably. With committed 24x7 client backing and business locales in 20 urban communities crosswise over India and 2 universal work places in New York and San Francisco (notwithstanding a few establishment areas), Makemytrip is there for you, at whatever point and wherever.

MakeMyTrip's Products:

- International and Domestic Air Tickets, Holiday Packages and Hotels
- Domestic Bus and Rail Tickets
- Private Car and Taxi Rentals
- MICE (Meetings, Incentives, Conferences & Exhibitions)
- B2B and Affiliate Services

The screenshot displays the MakeMyTrip website's main interface. At the top, there are navigation links for 'Login My Account', 'Manage Bookings', 'My Trip Rewards', and a flag icon for India. Below this is a horizontal menu with categories: 'ALL', 'Flights', 'Hotels', 'Holidays', 'Flight+Hotel', 'Bus', 'Rail', and 'Route Planner'. The 'Flights' category is highlighted. The main content area is titled 'Book Domestic & International Flight Tickets'. It features a search form with tabs for 'Domestic' and 'International', radio buttons for 'One Way', 'Round Trip', and 'Multi City / Stop Over'. The 'From' field is labeled 'Type Departure City' and the 'To' field is labeled 'Type Destination City'. Below these are fields for 'Departure' and 'Return' dates, passenger counts for 'Adult (12+ yrs)', 'Children (2-12 yrs)', and 'Infant (0-2 yrs)', and a 'Class' dropdown set to 'Economy'. A 'Search Flights' button and a 'Flight + Hotel Combo' button are visible. To the right, there is a promotional banner for Samsung GALAXY S5 with a 'KNOW MORE' button. A vertical 'Feedback' button is on the far right.

last minute deals

Jambo Kenya!!
5 days | Kenya starting @ Rs 84,990

The advertisement shows a group of giraffes in a savanna landscape.

special offers

Domestic Holidays | **International Holidays** | Hotels

My Thailand
5 days | Thailand and more... Starting **Rs. 25,990**

Europe
6 days | Paris, Geneva, Engelberg and more... Starting **Rs. 79,990**

explore more..

RECOMMENDED FOR YOU!
Best Holiday Packages starting @ Rs 25,990

Ladakh | Kashmir | Bhutan
Mauritius | Malaysia | Dubai

customer services

Print E-Ticket | Manage Bookings
Cancellation | FAQs
Check Refund Status | Check Flight Status
Problems/Complaints | Contact Us

travel ideas

Top 10 Budget Holidays for 2014 | Top 5 Holiday Destinations for Families

why makemytrip?

Customer Satisfaction
Superior customer service, 24x7 Dedicated helpline and over 5 million delighted customers & still growing.

05+ MILLION
India's Leading Online Travel Company
Established in 2000 and growing stronger.

OUR VALUES

□ excellence

We must strive for incredibleness in whatever we do. Concentrate on ceaseless change in associations with individuals, productivity of procedures, and the wellbeing of the association.



□

integrity

We must guarantee consistency between our words and movements, continually conveying what we submit. We can subsequently keep up transparency, trust and responsibility.



□

innovation

We should consistently apply knowledge, reason and engineering to our work nature's domain. This permits us to go out on a limb & champion new plans to enhance our business and also the



group.

□

fun@Work

We must make and keep up an air of fun while at work, fulfilling work a spot we can all anticipate.



□ **passion for winning**

We must have a "can do" disposition, not take "no" for a response and accept that nothing is incomprehensible. This will permit us to work tirelessly to attaining our objectives and regarding



our responsibilities.

□ **customer centricity**

We must keep up concentrate on our clients, both inside & outer, by providing for them necessity. Strive to surpass their desires regarding the quality and quality conveyed.



□ **accountability**

We must feel capable and responsible for the responsibilities we make and the nature of the



results we convey to all our stakeholders.

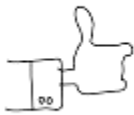
□ **teamwork**

We must cultivate an environment wherein we can effectively use the capacities of all allies to attain objectives. We ought to deal with the part that the entire is more prominent than the whole



of the parts.

□ empowerment



□ respect for people

We must give everyone, with whom we interact, respect and consideration.



INDIAN TRAVEL AND TOURISM INDUSTRY ENVIRONMENT, INDIAN CUSTOMER, AND SEGMENTATION

Residential air movement developed at 24.2 for every penny from 32.09 million travelers in April 2004 to 39.86 million in April 2005. Throughout the same period, universal movement developed from 16.63 million to 19.41 million passengers.³ India's household air traveler business was relied upon to develop at in excess of 30 for every penny in 2005-06. Air activity in India was required to develop by 5 million travelers every year through the following 10 years work 2014. The choice to permit private aerial transports to fly on universal courses was relied upon to encourage more stream of air travelers. Additionally the activities taken by the Aviation Ministry to modernize 80 airplane terminals would help the development of India's worldwide

air activity. As per one industry gauge, it would develop by 25 for every penny for the following five years.

Regardless of these empowering figures, a few components hindered the development of tourism:

- High duties on lodging taxes (administration assess: 8 for every penny on detailed administrations; extravagance charge: 12.5 for every penny on rooms on genuine).
- Service imposes on outside trade income of travel executors.
- Union and state governments were charging something like 35-40 for every penny of the street traveler, toll, extravagance, and deals imposes on the returns of travel administrators
- Insufficient offices and poor support at numerous occasion ends and vacationer areas.

TRAVEL AND TOURISM MARKET IN INDIA

In 2004, outside vacationer entry in India developed at 23.5 for every penny to achieve 3.46 million and was anticipated to achieve 3.92 million⁵ at the end of 2005. Guests to India used Rs. 222.5 billion (US \$4.9 billion) throughout their stay in 2004, with a normal use of Rs. 65,460 (US \$1,451) for every individual. ⁶ According to industry sources, 50 million carrier seats were relied upon to be accessible available to be purchased in India in 2006.

In 2005, around 98 for every penny of the outbound go from India was via air. Air travel developed at a rate of very nearly 17 for every penny in present worth terms, contrasted with 15 for every penny in 2004.⁷ Outbound excursions were evaluated to cross 6 million in 2006. Indians voyaged abroad for three fundamental reasons: business, relaxation, and going to companions and relatives. In 2000, there were 1,355.2 thousand flights for business reason and this number was evaluated to achieve 1,731.2 thousand by 2005. The takeoff figure with the end goal of relaxation travel remained at 679.9 thousand in 2000 and was assessed to achieve 1,032.6 thousand by 2005. The amount of flights with the end goal of going to families/companions was evaluated to achieve 1,030.8 thousands (by 2005) from 807 thousand in 2000. The "other" class that included takeoffs to universal objectives for purposes like instruction, going to assemblies, and religious and journey excursions was assessed to achieve 2,108.4 thousand by 2005 from 1,773.8 thousand in 2000.

Indians made just about 391 million household outings in 2005; this was something like 12.7 for every penny higher than that in 2004. In 2005, local air travel helped pretty much 2.85 million excursions contrasted with 74 million treks by rail and 312 million by street. In any case, air travel was the developing mode with an amazing 37 for every penny development over the past year.

INDIAN CONSUMER

The normal family unit using in India developed at 5.3 for every penny yearly somewhere around 1994 and 2004.8 According to the KSA Technopak study led in 2002, Indian shoppers were using 15.6 for every penny of their yearly income for get-away/consuming out; this was the second biggest using class after perishable. Buyers matured 24-34 years were using the greatest on consuming out while purchasers in the age gathering of 45-58 years were using most extreme on get-aways. Indian customers were moving towards the utilization of monetary cards instead of utilizing money for their buying exercises and the most prevalent mode of installment was the charge card (70 for every penny). The amount of Mastercards being used had expanded from 26.9 million in December 31, 2003 to 43.3 million a year later. Throughout 2003-04, 185.5 million Mastercard transactions were effected, adding up to Rs. 358,700 million.⁹

SEGMENTING INDIAN TRAVELERS

The travel advertise in India could be extensively partitioned into two real portions: particular travel and tourism and business travel. In the first class, purposes of visit may be journey/religious and going to families/ companions. The second classification incorporated the individuals who went for authority purposes, both in corporate and government areas.

PERSONAL TRAVEL AND TOURISM

The particular travel and tourism fragment searched for the best arrangements. In 2002, the section developed at 11.7 for every penny to achieve Rs. 791 billion in 2003. The evaluated fragment size was about Rs. 1,034 billion in 2005 and was anticipated to develop to Rs. 3,748.7 billion by 2015. The particular travel and tourism could be extensively sorted as (i) those in which individual trusts are used (e.g., solo explorers, family voyagers, special night goers) and (ii) those which included excursion at organization's funding. Then again, clear gauges on the measure of these sub-fragments

were not accessible. As far as travel arranging and conduct, the individuals who could go on supported get-away may be moderately less value cognizant contrasted with the individuals who needed to use from their pocket.

BUSINESS TRAVEL

The business travel portion declined at a compound yearly development rate (CAGR) of 7.6 for every penny throughout 2001 and 2002. In any case the section recouped well in 2003 and enlisted 10.6 for every penny development over the past year. This portion was assessed at Rs. 134 billion in 2005 and would touch Rs. 402.2 billion by 2015. The classification included using by government and industry on merchandise and administrations (transportation, settlement, dinners, diversion, and so forth.) for business-related go of their workers. The amount of minimal effort bearers (Lccs) was expanding and the expense of air make a trip was relied upon to descend. Despite the fact that the vast majority of the business focuses in India were associated by a brilliant track system, the greater part of the corporate go in India was via air. One of the critical drivers of developing corporate travel was the solid development of IT and IT empowered administrations. Engineering organizations in India dispensed somewhere around 6 and 10 for every penny of the deals as travel costs (in the first quarter of 2002, it was 7 for every penny at Infosys, one of the heading IT organizations), contrasted with 2 to 3 for every penny which was the standard for most different organizations. 10 It was an ordinary practice by the business explorers to book air tickets/inn rooms through either travel executors or their secretaries. In the evolving situation, internet booking was required to get a help with the extension of e-ticketing, Visa use, expanded air limit, and different variables.

ONLINE TRAVEL AND TOURISM MARKET IN INDIA

Internet User Base

One of the explanations behind the development in the travel business was the rate of Internet entrance. By 2004, the web client base developed to 39.2 million from only 1.4 million in 1998. The figure was evaluated to cross 50 million before the end of 2005.

Online Travel Market

A late report by Phocuswright, "The Emerging Online Travel Marketplace in India," demonstrated that horrible booking for online relaxation/unmanaged business go in India totalled

US \$295 million (Rs. 12,980 million) in 2005. This would build about sevenfold to US \$2.0 billion (Rs. 88 billion) by 2008. The report additionally found that, in 2005, 2.2 for every penny of the aggregate travel was busy on the web. Further, the expectations for a solid development in the Internet channel expected the rate of online bookings to approach twofold digits by 2008. On account of transportation, online deals through mediators were relied upon to achieve Rs. 25,538 million by 2010, up from Rs. 1,576 million in 2005.

Online Hotel Booking

As per the Euromonitor report, online deals in travel settlement in India were esteemed at Rs. 6 billion in 2005, up by 29 for every penny in present quality terms from 2004. Notwithstanding, the Internet helped an unimportant 3 for every penny of the aggregate deals in the travel settlement sector.¹¹ That offered an incredible open door for Online Travel Services (OTS) suppliers to create the class furthermore catch a higher piece of the pie. Travel convenience through delegates had indicated solid development since 2000. By 2004, it touched Rs. 1,573.3 million from simply Rs. 128.5 million in 2000 and was evaluated to arrive at Rs. 2,444.1 million by 2005. Indians had begun to buy lodging rooms on the web. A late study led by Internet & Mobile Association of India (IAMAI) reported that the 26-45 years age gathering was the most elevated buyer of lodging rooms internet, representing 72 for every penny of the buys with a lion's offer of 53per penny made by the 26-35 years age bunch.

Competitive Environment

MMT anticipated that will confront rivalry from different OTS suppliers and suppliers themselves. Kalra specified that when MMT began to consider its India operation, it didn't gauge more than four contenders. Nonetheless, he anticipated that rival will be savage in the following couple of years as various generally financed online wanders were liable to be around. This would be an exceptionally positive improvement for the general business development, as numerous different organizations would impart the trouble of instructing the client with respect to the banquet of purchasing travel items on the web. He was certain enough to lead from the front with his encounter, all the more vitally his client base from the US advertise.

Yatra.com

Yatra.com was required to be propelled by August 2006 to help organizations and customers by offering travel-related data, estimating, accessibility and bookings for carriers, lodgings, track,

transports, and auto rentals over 5,000 extensive urban communities and little provincial regions all through India.

Travelguru.com

Travelguru.com was booked to be propelled in December 2005. Westbridge Capital Partners, an investment trust, was relied upon to give subsidizing to

Travelguru.com. Travelguru wanted to offer benefits through the MICE (Meeting, Incentive, Conference, and Event) group to organize meetings, gatherings, and occasions for customers or corporate customers.

Cleartrip.com

Cleartrip.com, an alternate online travel operator, was wanting to enter the business by August 2006. This organization was said to be subsidized by Ram Shriram's Sherpalo Ventures and Kleiner Perkins Caufield & Byers, two heading Usbased investment firms. Cleartrip.com was wanting to permit clients to choose from in excess of 900 household lodgings crosswise over India and an extensive choice of secured system bearers and Lccs working in the local business. To give prevalent decision, Cleartrip.com was in chats with Abacus, Asia's heading worldwide appropriation framework, to give access to aerial shuttle stock and passages. Cleartrip.com wanted to use about Rs.30 crore in the first year on promoting.



Your India Travel Specialist

MakeMyTrip.com

Type	Public
Traded as	NASDAQ: MMYT
Industry	Online Travel
Founded	2000
Founder(s)	Mr. Deep Kalra
Headquarters	Gurgaon, Haryana, India.
Products	Domestic and International Flight Bookings, Hotels and Holidays bookings, Bus and Rail bookings, Car bookings
Revenue	▲ US\$ 228.82 Million (2012-13)
Employees	923 (Dec 2012)
Website	MakeMyTrip.com

Business Model**Current Market Share**

Total US Market (Inbound)	114300000
MMT Share (2.55%) from USA	2914650
Total MMT Sales Revenue	3238500

Avenues of Opportunities

- Need to look at new markets
 - Outbound
 - Domestic (In phased manner)
- Need to look at new segments
 - IT sector could be a huge potential
 - Tie up with foreign universities for students travelling abroad.

Opportunities

	<i>Particulars</i>	<i>High Potential From UK and South East Asia</i>	<i>Higher Margin On Travel Related Services</i>	<i>Rapid Growth in Outbound International Market</i>
S t r e n g t h s	<i>Good Brand Name</i>	√		√
	<i>Largest Player In India</i>			√
	<i>Well Settled US markets</i>		√	
	<i>In depth Knowledge of Target Segment</i>	√		√
	<i>Statergic Alliances</i>	√		

New country segments

- UK
 - Has a population estimate of 1.5 million
 - 8% NRIs visit India
- Far east
 - 9% of the NRIs visit India
 - Highly preferred destination for Education
 - The manufacturing companies setting up facility in India
- EURO countries €
 - Target countries using Euro currency
 - European people visiting India is very high (15 million visitors every year)

PEST analysis (UK)

Political

- System is well organized and stable.
- There is high encouragement of foreign investments.

Economic

- Projection for GDP growth at a change of 2 – 4 %

Air travel contributes about £10.2 billion to GDP, 1.4% of the total.

Social

- Immigration growth rates at 3 to 4%.
- Continuous increase in Indian population in UK.

Environmental

- Terrorist threat to UK & recent hijacking issues.

PESTEL analysis (Australia)

Political

- System is stable
- Encouragement of Indian students for education

Economic

- Contribution to world GDP at just over 9%
- Air travel & Freight – 9.2% of Australian economy.

Social

- Indians bound to Australia increases by about 37% every year
- Continuous increase in Indian students in Australia

Environmental

- Racist threats to Indians in Australia

New target customers

- IT professionals
 - Travel to US, UK in Higher class
 - Propensity to income high
- Students
 - Indian students prefer countries like Australia, USA, UK & other European countries for pursuing higher studies
- Foreign nationals visiting India for education
 - Students from Far east visit India for their education
 - From countries like Indonesia, Philippines etc.

Value added services

▪ **Global SIM card sourcing**

Reasons:

Image related brand extension possible

(Dealing with hospitality and aviation business)

Growing number of IT professionals travelling outside India

Evolving trend in Indian students to study in foreign universities

Increasing customer satisfaction (Bundling)

Increasing roaming costs

▪ **Online gift-giving service**

Reasons:

Increasing size of the NRI segment

Increase disposable income of the NRIs which leads to greater gift giving capacity

Expanding the service offering (New product-current segment)

Front end operation: Online gift-giving service

makeMyTrip.com
wish • click • go

US Site | UAE Site | Sign In | Register

Home | Flights | Hotels | Bus | Holidays | Travel Guides | Mobile | Customer Support

BOOK YOUR TRAVEL TICKETS

Flights | Hotels | International Flights | Bus

One way | Return Trip | Multi City

Leaving from: [] Going to: []

Departure: DD/MM/YYYY | Return: DD/MM/YYYY

Any time | Any time

Travelers (Up to 6 per booking)

Adults (12+): 1 | Children(2-11): 0 | Infants(0-2): 0

Search for flights

30% OFF Search for Flights + Hotels

Additional Search Options: Business Class | Airline | Night Flight..

Check Flight Status | Chat Now

Best International Airfares

European Holidays
Starting Rs. 74,490 for 6 days
Hurry! Pay 50% of the airfare & taxes
Call 1860-500-5566
Offer closes on 15th Feb

OUR SPECIAL OFFERS	HOLIDAYS
<p>10% OFF</p> <p>Bus Ticket Bookings Book any return trip bus ticket and get 10% cash back!</p>	<p>In India from</p> <p>Goa Rs. 3,600</p> <p>Honeymoon Special Rs. 9,125</p> <p>Kerala Rs. 7,099</p> <p>Kashmir Rs. 7,999</p> <p>Andaman Rs. 19,999</p> <p>MORE</p>
<p>Fly free to America Enjoy a vacation of lifetime! Check out the discounted packages for America.</p>	<p>Outside India from</p> <p>Thailand Rs. 19,999*</p>
<p>Travel-Relax-Enjoy Get 7.5% cashback on hotel and holiday packages for Kotak credit</p>	

Wireless Solutions for Travelers™
Get Prepaid International SIM Cards

Want to send GIFT TO INDIA, but don't know what to send? SEND

The Perfect Gift

Back End Operations – SIM CARD & GIFTS

- Strategic Alliances with Service Providers & Gifting Sites
- Logistic Partner for smooth delivery
- Call Centre Support for Consumers

Promotion – All target segments

- **Google Ads**
 - AdWords
 - AdSense
- **Advertisements**
 - Airport lounges

- **Inflight promotions**
 - Flight tickets
 - Magazines
- **Travel Agents**
 - Banners, pamphlets in offices
 - Globally
- **Partner websites**
 - Logistics
 - Service providers
- **Websites**
 - Incredible India
 - India Brand Equity Foundation

MARKETING STRATEGY

Branding and Positioning

The most imperative goal of the situating methodology was to involve space in the psyche of the client as the 'least air admission supplier' in the nation. The MMT brand was truly generally set to offer the present day comfort of an on the web, one-stop-shop, and complete make a trip answers for voyagers..

Advertising Budget

The organization wanted to use roughly Rs. 30 million on promoting and advertising exercises throughout the three months dispatch stage. It chose to use something like 40 for every penny on TV, 30 for every penny on the Internet, 5 for every penny on open air, 5 for every penny on print, 5 for every penny on beneath the line (BTL) promoting, and 15 for every penny on dissection, advertising (PR), and other showcasing related exercises.

Media Selection and Advertisements

To construct the brand, MMT wanted to receive forceful recurrence assemble up to upgrade utilization and footing. The media target was to make a 360-degree circle to achieve the target client through all achievable media alternatives:

- TV: This medium was precisely decided to expand on "Nothing is more alluring than MMT offer." Simultaneously, other basic components like shrewd "new child

on the piece" identity was to be conveyed.

- Print: This medium was decided to proceed with the fervor made through TV notices. The ad was deliberately put by hindering the

strip position at the lowest part of the page to expand on the bedrock costs subject. City-applicable offers were to be utilized to increase footing on the site.

- Internet: Launch with high perceivability properties like casing spot at the base of the page, shoskele, and page-tear.

- Outdoors: Airports being the most critical and discriminating spot for pushing travel-related sites, live advancement subjects were arranged with the assistance of individuals with pennants to bear on the Launch TVC.

Television Advertisement

The TV channels were decided to give high recurrence at a base compass of 40 for every penny in all business sectors. MMT would not have liked to pursue the high achieve mass channels in light of the fact that it needed to focus on the Internet-keen, male gathering of people living in metros and smaller than expected metros. It picked two English news stations (NDTV, CNBC), four Infotainment stations (National Geographic, Discovery, Discovery Travel and Living, AXN), two English motion picture stations (Star Movies, HBO), one Hinglish diversion (Star One), and one Hindi film station (Zee Cinema). Selecting these channels naturally diminished the measure of wastage while focusing on the center gathering of people, basically male and between 24 - 44 years. Time openings were dispensed with sufficient forethought to guarantee higher viewership. To achieve the focused on crowd, 60 for every penny of the aggregate time was wanted to be night prime time (6 to 12 pm) and 40 for every penny was RODP (run of the

day programming). Of the 40 for every penny of RODP spots, around 50 for every penny were throughout weekends. The ads were wanted to be demonstrated for 20

Print Advertisement

And you thought the Internet was the biggest revolution to hit us.

Come, see how a website has revolutionized the way India travels.

Our single-window, realtime, compare-and-buy travel solutions website is nothing short of a revolution. Promising the lowest airfares to anyplace, and getting you the juiciest deals on hotel tariffs and holiday packages, MakeMyTrip.com is on its way to become the most talked-about website in the country. Get to know us better at Travel Fiesta at the Taj Palace, New Delhi.

- Compare all airlines & then book
- Hotels both by budget & location
- 24x7 service support
- Instant hotel and flight booking
- Best holiday package deals
- Road trips

Travel Fiesta

Visit us at Stall No. 41
21st & 22nd Oct '05 11am - 8pm, Taj Palace Hotel

make my trip .com
air tickets • hotels • holidays

#2 Here's how to buy a hotel room with your air ticket.

Buy an Air India return ticket to any of these destinations from us and stay in a hotel for free.

<p>Buzzing Bangkok at Rs. 12,500</p> <p>Return airfare on Air India + 2 nights' stay at Hotel Park View + daily breakfast + city & temple tour + return airport transfers</p>	<p>Swinging Singapore at Rs. 12,500</p> <p>Return airfare on Air India + 2 nights' stay at Hotel Claremont + daily breakfast + return airport transfers</p>
<p>Happening Hong Kong at Rs. 12,500</p> <p>Return airfare on Air India + 2 nights' stay at Hotel Rambler Garden + half-day city tour + return airport transfer. (Surcharges applicable between October 10-31, 2005)</p>	<p>Magical Malaysia at Rs. 12,500</p> <p>Return airfare on Air India + 2 nights' stay at Hotel Prescott Inn + daily breakfast + half-day city tour + return airport transfers</p>

log on to **make my trip .com**
air tickets • hotels • holidays

AIR INDIA

Call 1-600-11-8747 or 011-26533251 or log on to www.makemytrip.com

For terms and conditions and more details, log on to www.makemytrip.com

#5 Here's how to finally pay off all those credit card bills.

Get surprisingly huge savings with our Lowest Airfares Guarantee.*

<p>► Mumbai-Delhi Rs. 2000</p>	<p>► Mumbai-Bangalore Rs. 2223</p>	<p>► Mumbai-Chennai Rs. 2940</p>
------------------------------------	--	--------------------------------------

These and more such amazing airfares exclusively available on our website.

LOWEST AIRFARES GUARANTEE

make my trip .com
air tickets • hotels • holidays

*For terms and conditions and more details, log on to our website. All fares are one-way.

Call 1-600-11-8747 or 011-26533251 or log on to www.makemytrip.com

#12

Here's why it makes good sense to stay at good hotels.

Get incredible savings on your stay at these star hotels. Be it a vacation or a business trip.

MANALI: Snow Valley Resorts 3★ Rs. 1032/- Snow Crest Manor 3★ Rs. 2000/-	BANGALORE: Red Mount 3★ Rs. 999/- Gold Finch 4★ Rs. 4500/- St Mark's 4★ Rs. 4369/-
SHIMLA: Spring Fields 3★ Rs. 2200/- Radisson 5★ Rs. 5500/- Sangeet Rs. 540/-	CHENNAI: Beverly Hotel 3★ Rs. 1750/- Radha Park Inn 3★ Rs. 2900/- The Park 5★ Deluxe Rs.5500/-
OOTY: Sinclairs 3★ Rs. 1050/- Nahar Rs.1000/-	MUMBAI: Fariyas 4★ Rs. 3650/- BW The Emerald 4★ Rs. 3680/-
GOA: Bambolim 3★ Rs. 2750/- Galaxy 3★ Rs. 4500/- Radisson White Sands 5★ Deluxe Rs. 6000/-	

make my trip .com
air tickets • hotels • holidays

No hidden costs. Prices valid till 30th November 2005. Call 1-600-11-8747 or 011-26533251 or email holidays@makemytrip.com

Internet Advertisement

The screenshot shows a Microsoft Internet Explorer browser window displaying the rediff.com website. A large red advertisement banner is overlaid on the page. The banner features a circular logo with the text 'LOWEST AIRFARES GUARANTEE' and a yellow banner across it that says 'AIRFARES'. Below the logo, the text reads: 'If you find a Lower Airfare, we pay the difference.*' with a small note '*Conditions Apply'. At the bottom of the banner is a yellow button that says 'Click here to book now' and the 'make my trip .com' logo. The browser's address bar shows 'http://rs.rediff.com/index.html'. The taskbar at the bottom shows the Start button and several open applications including Quasar - Outlook Ex., Real Media, Inc. Op., and Welcome to rediff.com. The system clock shows 11:50 AM.



Outdoor Advertisement





CHALLENGES AHEAD OF MMT

A few reports assessed that MMT was relied upon to see extremely solid development in steady esteem terms somewhere around 2005 and 2010 at a CAGR of 75 for every penny in aggregate transportation and a considerable 82 for every penny in air transportation. Be that as it may extreme rivalry from new participants, suppliers, and online locales like indiatimes.com and rediff.com may make the excursion a bit stiffer. Kalra felt that there were extreme difficulties:

- The online travel showcase in India was getting greater and greater. The whole time, the amount of players was relied upon to build and rivalry would be carrying its own weight.
- Low web infiltration in India was making the business more troublesome for OTS to achieve the mass business.
- Suppliers were offering their items online; consequently they would be representing the greatest test to MMT and the power of rivalry would expand in what's to come.
- Hybrid OTS supplier models may advance.

What is the potential for earnings?

Franchisee gets a settled commission on altered flights occasions, a rate built commission with respect to diverse tweaked results of occasions and inns. The establishment will be in charge of inner correspondence marking and undertaking work of the store. MMT showcasing group will aid the establishment to choose the area and to keep up the standard of store particulars.

Our Franchisee's get access to all our offerings:

- domestic and universal flight tickets
- domestic and universal lodgings
- domestic occasions
- international occasions
- group developments
- exclusive Makemytrip contract items
- travel protection and substantially more

Helps given by make my outing are

1. Operational Support through business and system administration groups

- guidance and backing by devoted business groups.
- state-of-the-craftsmanship operational devices for a stronger interface with your buyers.
- dedicated group of occasion administration conveyance masters to give on-time answers for all enquiries.
- makemytrip's submitted local group to help you with everyday operations.
- frequent and opportune redesigns on the travel business slants and overhauled data on Makemytrip items.

2. Showcasing backing to lead nearby exercises

- support in planning the store according to Makemytrip's retail character
- high decibel dispatch of the establishment store in the catchment region.
- media help as notice (location & telephone numbers) in local/national print fights
- support for nearby limited time exercises

3. Rules for recruitment

- guidelines for recruitment of suitable staff

4. Preparing and Development Support

Amigo preparing project for franchisee staff to help them comprehend different parts of the business

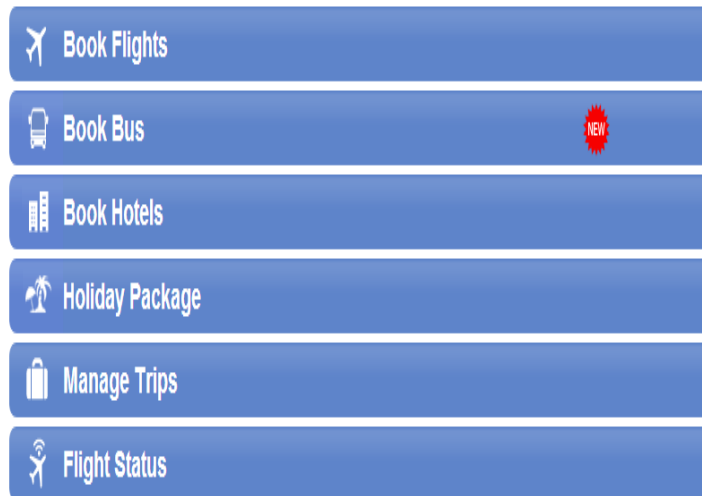
- regular item preparing workshops to acclimate the group with all Makemytrip items
- frequent preparing projects at establishment area by Makemytrip specialists.

Make my trip mobile site



Get additional Rs 200 on Flight Bookings

Use deal code MOB200 and get Rs 200 instant discount.



Mobile | [Desktop](#)

Make my trip mobile app

make my trip
MEMORIES UNLIMITED

many mobiles! one seamless booking experience!

AVAILABLE ON THE App store

ANDROID APP ON Google play

AVAILABLE ON WINDOWS

AVAILABLE ON WINDOWS 8

AVAILABLE ON Blackberry | Blackberry 10

Help us improve

MICE Made Easy

Committed Team:

Makemytrip has a committed MICE group who comprehend the business ramifications of a gathering or a motivating force tour for our clients. These specialists will support you in the right objective choice, venue and menu choices, and an itemized cost/benefit investigation. Accomplished, our group has effectively taken care of in abundance of 100,000 travelers crosswise over local and global objectives.

One Stop Shop:

Makemytrip is the main organization that permits clients to book air, prepare and transport tickets on the web, alongside lodgings. Additionally, giving visa administrations, travel protection, and auto rentals, Makemytrip is your complete end-to-end travel asset, managing all aspects of the tour autonomously, with constancy and skill. Alongside the master arranging and logistics of its committed MICE group, you need look no further.

Customized Planning & Expert Execution:

Makemytrip will support you incredibly in arranging with useful tips. Our experience and learning of both the ends of the line and the schedule building procedure will permit you to

include the Wow! Element while wiping out the dangers. You will be doled out your own particular devoted group of organizers and facilitators, who won't rest until they match and afterward surpass your desires.

Versatile & Experienced:

With its master and energetic MICE group, Makemytrip can deal with a mixture of necessities, and has experience taking care of gatherings that extend from 20 persons to more than 500. Each of our tour executives has overhauled more than 100 gatherings every, separated from being extremely knowledgeable with their ends. We never surrender anything over to risk.

Pre&-Post Conference Tours & Services:

Attempting to push associations in the recent past, after, and throughout the occasion, Makemytrip offers a mixed bag of pre&-post gathering administrations, for example, logo design, badge/stationery plan, venue assessment and choice (counting customer visits), making of committed site for the finished up occasion, nitty gritty correspondence, report era, and the sky is the limit from there. Separated from these administrations, you can revel in any of Makemytrip's extraordinary tours before or after your gathering.

Make my trip buys shares of ixigo.com

SAIF Partners & Make My Trip Buy 76.6% In iXiGO.com For \$18.5M on the Makemytrip telephone call, CEO Deep Kalra said that about whether, they will be taking a gander at how they can expand their stake in ixigo, and "we've kept our choices open". They expect to power ixigo to see "how an item would be all the more captivating, and influence it basically for our H&d (Holidays and Deals) business."

VC Fund SAIF Partners and NASDAQ recorded Online Travel Agent (OTA) Makemytrip have obtained a lion's share stake of 76.6% for \$18.5 million in online Travel meta web search tool ixigo for an aggregate money attention of \$18.5 million. This incorporates speculation and the buy of shares from existing shareholders of Ixigo. Taking after this transaction, 56.7% of the organization would be held by SAIF Partners, and 19.9% by Makemytrip.

Meta web crawlers work on a plan of action not the same as that of online travel operators (Otas): Makemytrip is an OTA, and procures a commission from each one ticket sold, while Ixigo is a metasearch motor that gives prompts sites of aerial shuttles, as a part of its advertising plan. It gets paid on a lead era premise, for every booking.

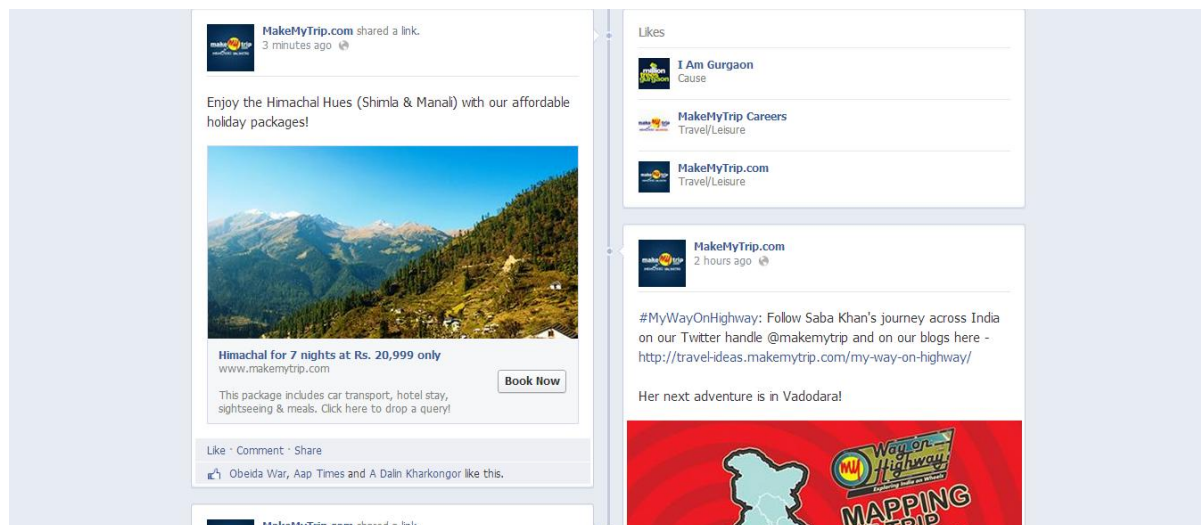
An alternate distinction that we've known about is that while aerial shuttles now and then don't surface data on uncommon arrangements that are on offer on their own site to Otas, meta web indexes can give that data since they are aggregators.

In this way, one would feel that the two organizations are contradictory, however ixigo has, interestingly, worked with both aerial transports and Otas previously. It right now totals Yatra, Travelocity, Makemytrip, Expedia and goibibo. Previously, it has totaled stock from Akbar Travels Online and Cleartrip too.

An inquiry stays: since Makemytrip may be seen as a vital speculator by different Otas, we think about whether Otas who rival Makemytrip will remain.

Facebook page





SOCIAL RESPONSIBILITY: WE MAKE A DIFFERENCE!

We have a dynamic club in our association that is conferred towards Making A Difference (M.a.d) in the lives of the under special. The club includes our Trippers and is led by our CEO, Deep Kalra. Our center is towards volunteer work for the different Ngos. We urge our Trippers to take a vacation day from work to do their bit towards the general public. Our "Giving Back" project includes working for reasons identified with Children - Education & Health and Environment.

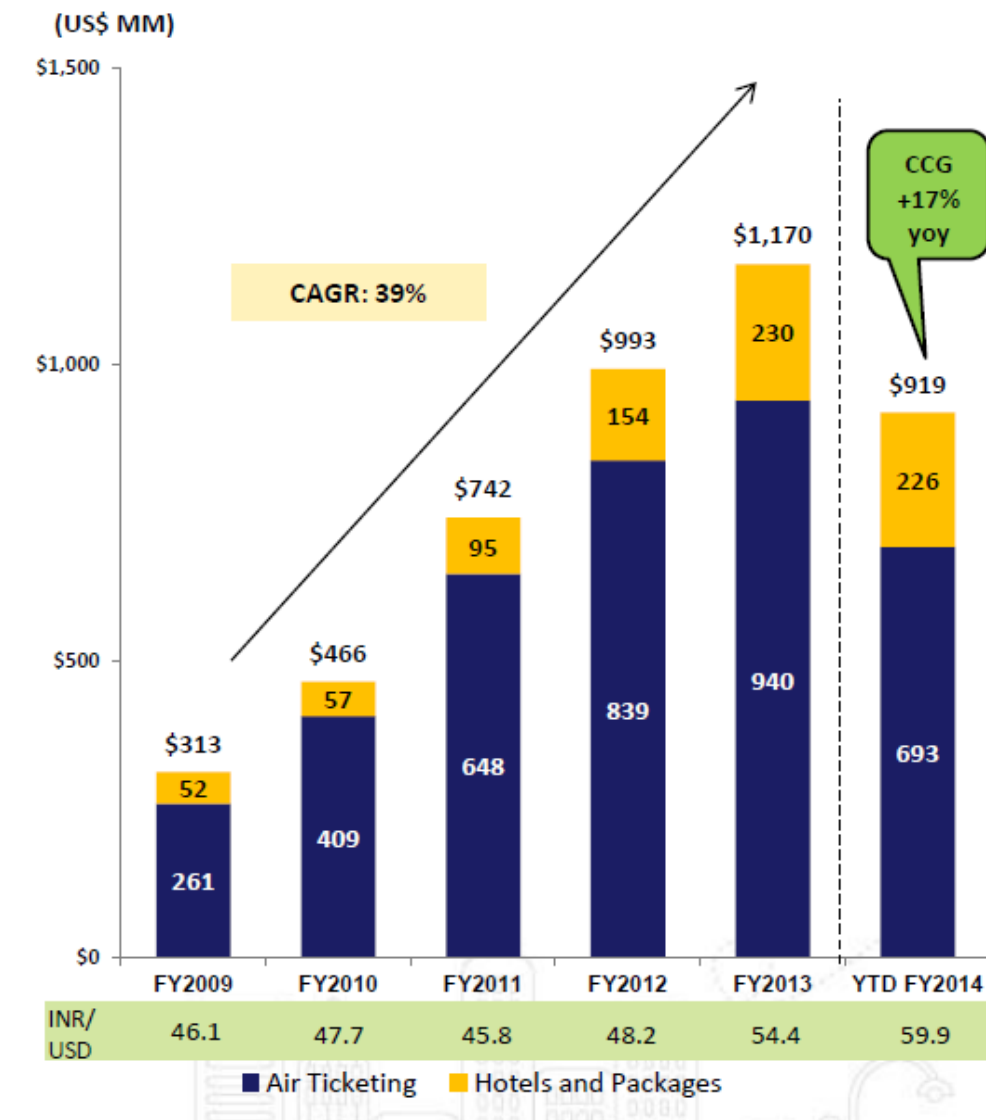
We are heartily included with the accompanying:

- udayan Care
- million Trees Gurgaon
- parivar Society
- genesis Foundation
- give India Payroll Giving Program
- goonj

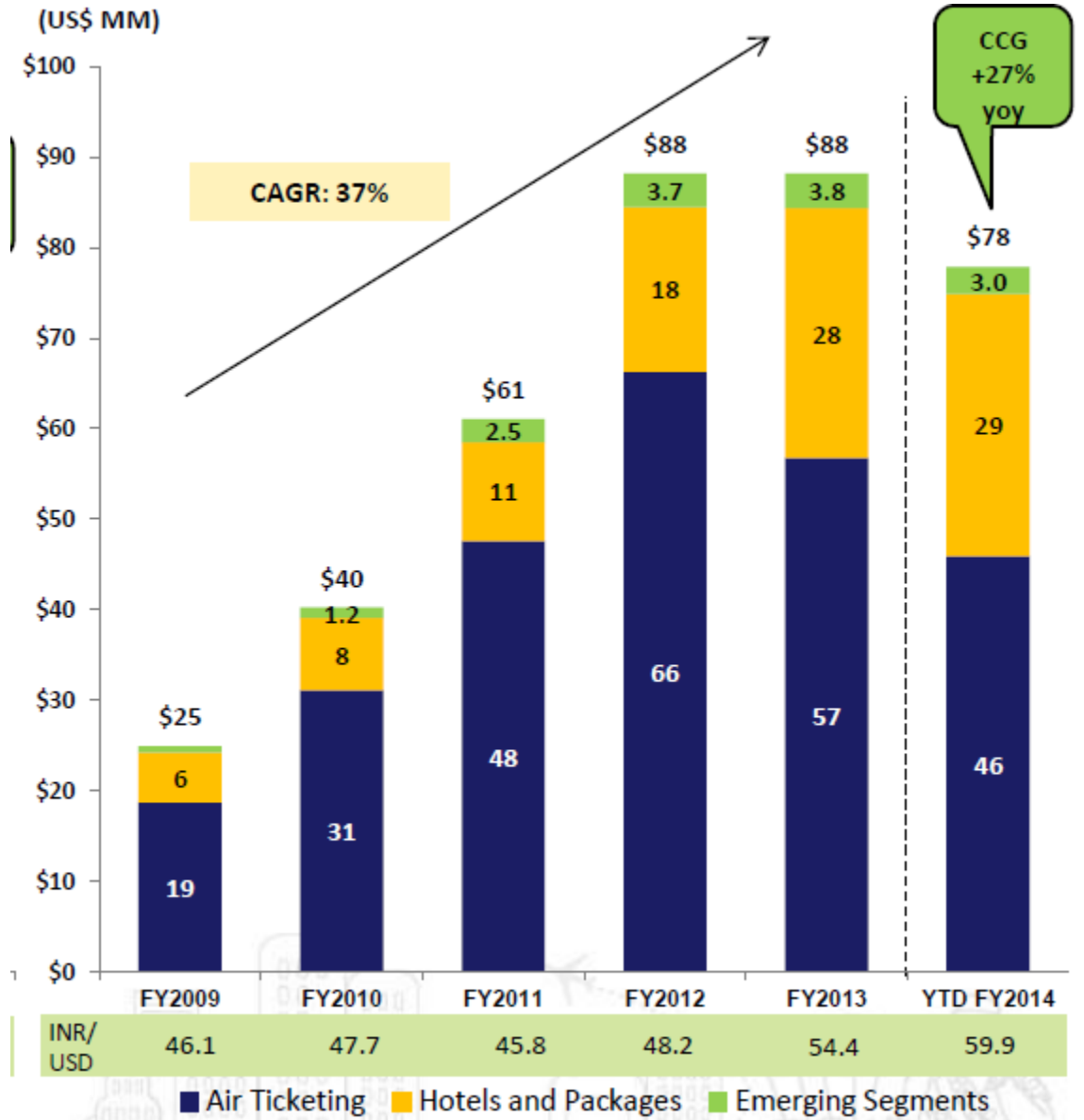
Makemytrip is likewise the first online head out organization to have propelled a Carbon Footprint green activity, which permits - air travelers booking tickets on the site to balance their carbon foot shaped impression for the voyage by helping towards an aforesation project run under the aegis of Giveindia by SevaMandir in Rajasthan. The CEO and Founder, Deep Kalra is the co-founder of "I am Gurgaon", a NGO that concentrates on enhancing the personal satisfaction in Gurgaon through natural and urban

FINANCIAL OVERVIEW

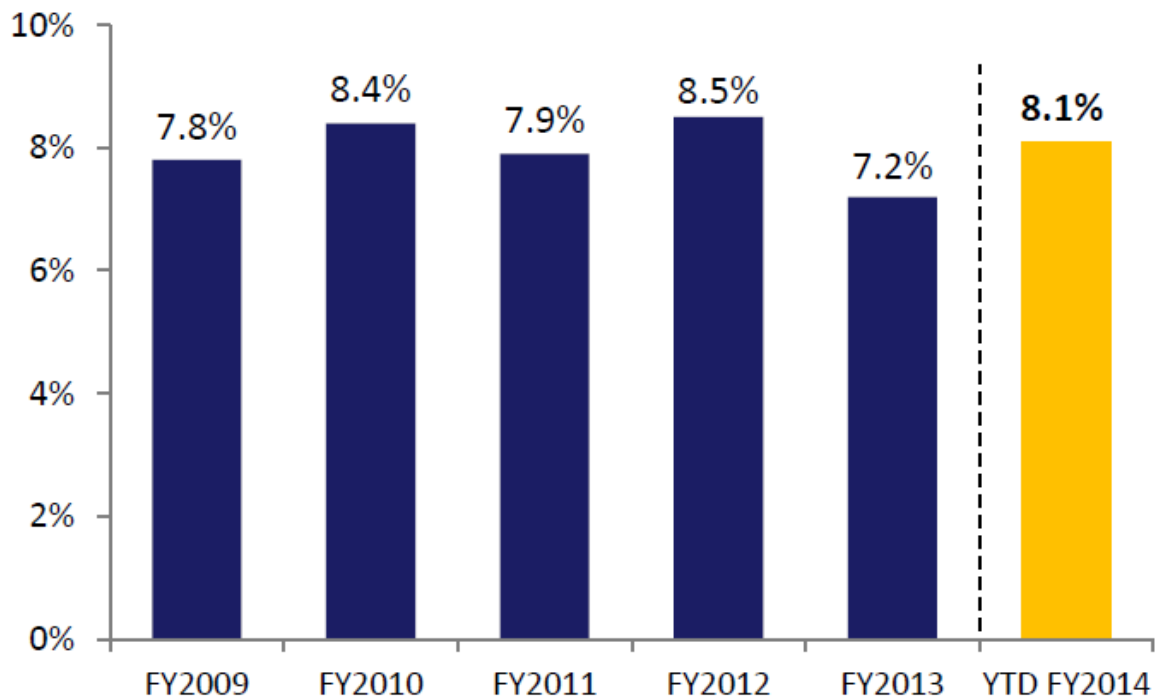
Gross Bookings



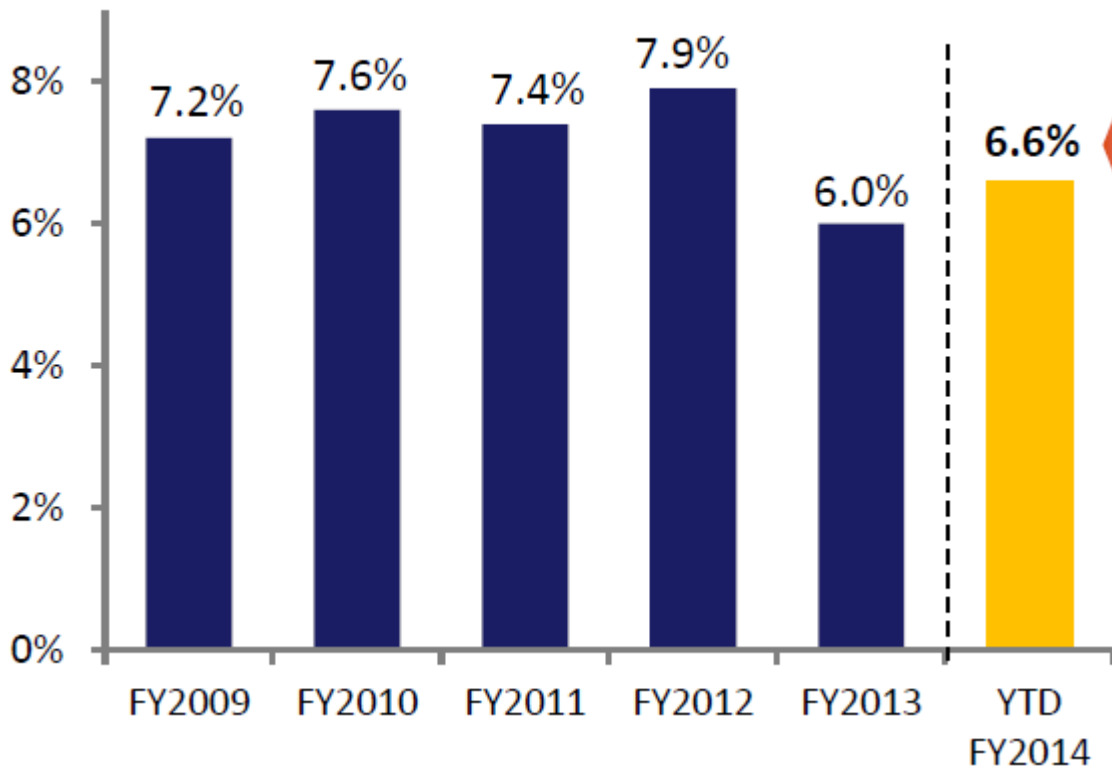
Net Revenue



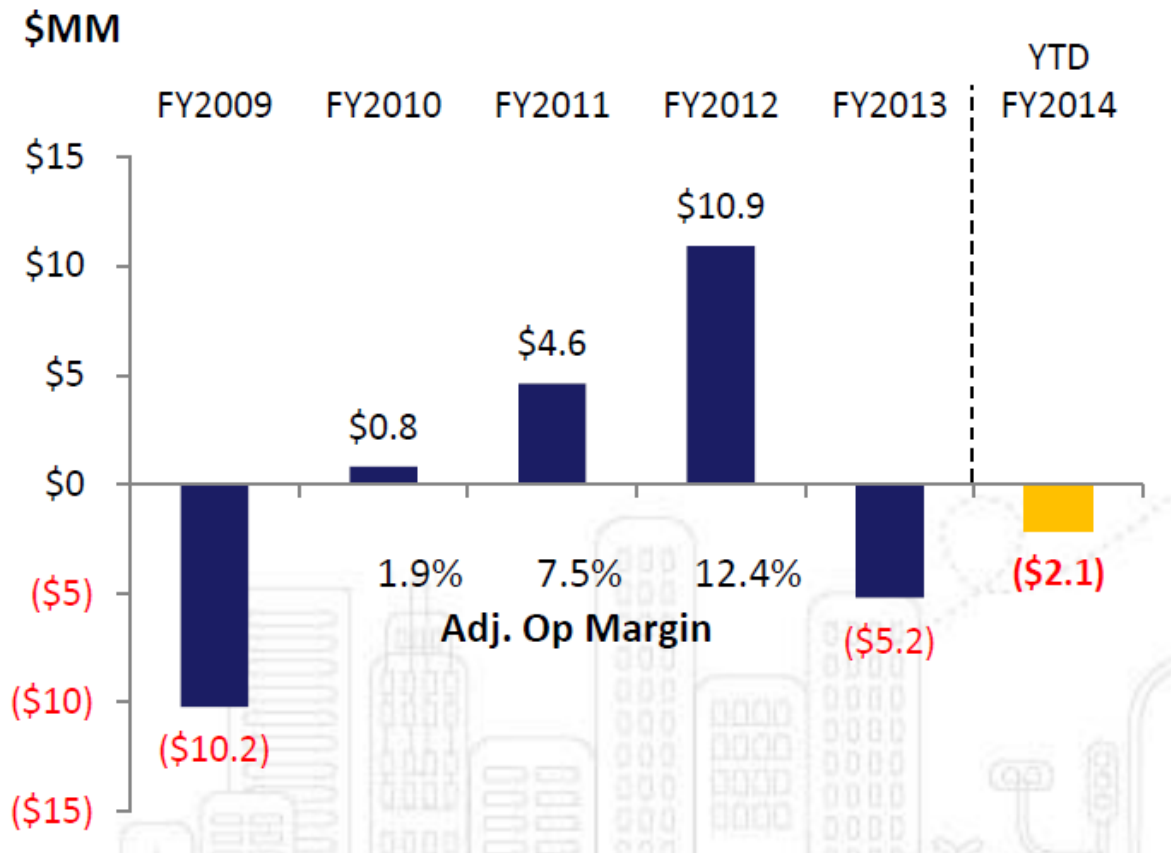
Net Revenue as % of Gross Bookings



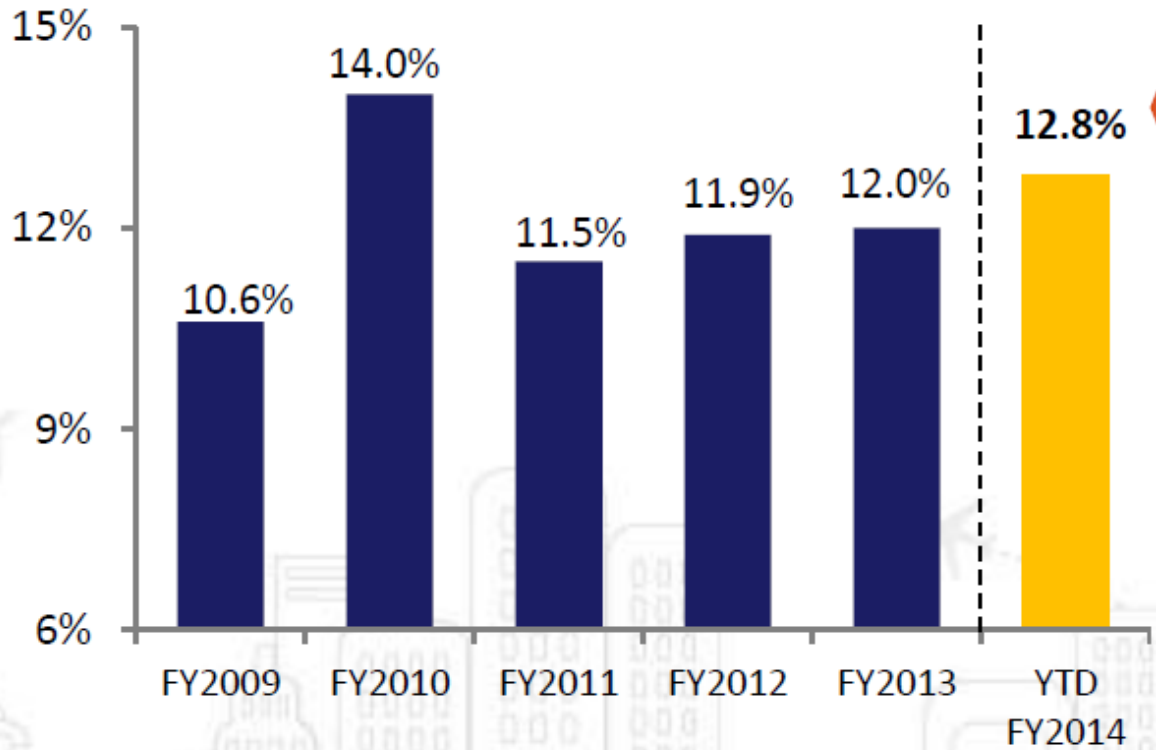
Air Ticketing



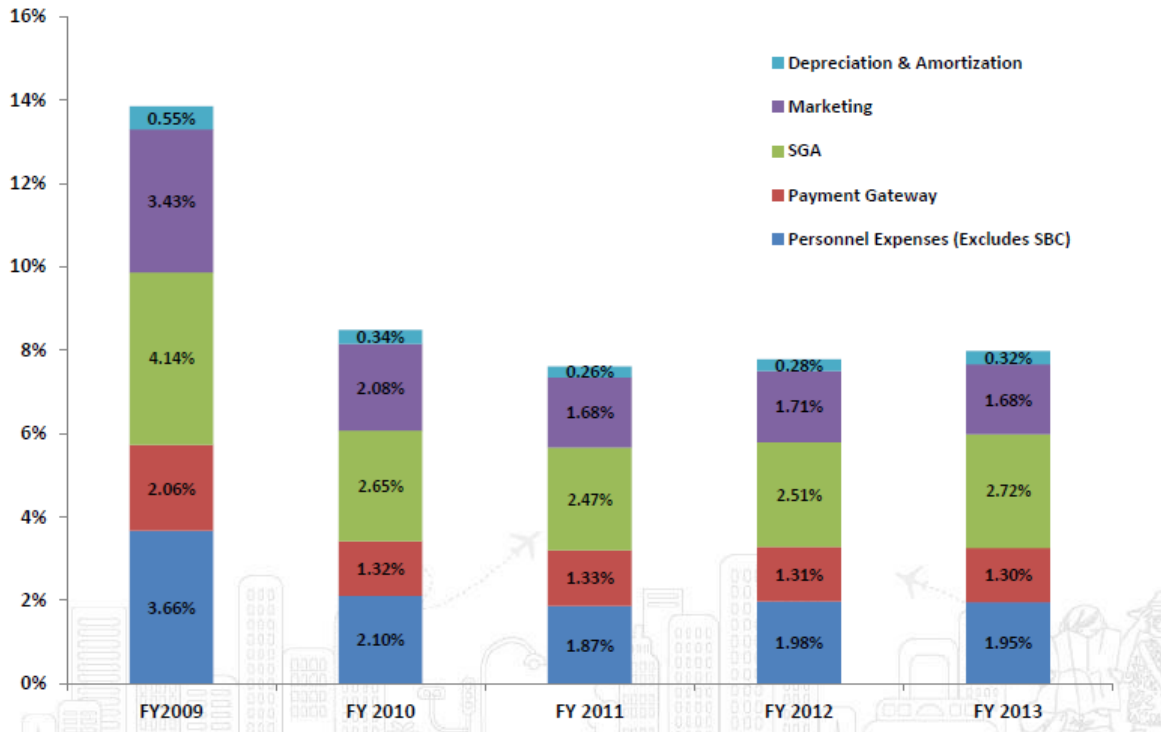
Adjusted Operating Profit



Hotels and Packages



Operating Costs



SWOT ANALYSIS

SWOT Analysis	
Strength	<ol style="list-style-type: none"> 1. One of the earliest market entrants 2. Presence in the international business scenario 3. Secure and trusted channel for facilitating payments 4. Attractive brand name and convenient website navigation 5. It offers services like International and Domestic Air Tickets, Holiday Packages and Hotels, Domestic Bus and Rail Tickets, Private Car and Taxi Rentals, B2B and Affiliate Services
Weakness	<ol style="list-style-type: none"> 1. General Reluctance in customers to use internet for financial transactions like booking tickets online
Opportunity	<ol style="list-style-type: none"> 1. Customers currently using traditional methods of bookings 2. Offer better travel packages in line with customer expectation 3. Untapped sections of international tourism market
Threats	<ol style="list-style-type: none"> 1. Possible lack of co-ordination with tourism entities 2. Present competitors having substantial market share 3. Newly emerging online booking portals with better offerings

Strengths

- barriers of market entry
- skilled workforce
- experienced business units

Weaknesses

--

- small business units
- tax structure

Opportunities

- growing demand
- growing economy
- income level is at a constant increase
- new products and services
- venture capital

Threats

- growing competition and lower profitability
- unexpected problems
- government regulations
- increasing rates of interest
- rising cost of raw materials
- tax changes

Being a market leader in an under-penetrated market is one of the primary reasons to remain bullish on MakeMyTrip. India has a population of nearly 1.2 billion and is the second fastest growing economy in the world. However, India's internet penetration is significantly low with broadband penetration of just 7% and smart-phone penetration of 6%. Therefore, the online market has huge upside potential and as internet penetration grows, MakeMyTrip will benefit. MakeMyTrip now has a leading market share of 47% and is well positioned to capitalize on the growth potential that is coming.

What I also like about MakeMyTrip is the company's strategic move in the right direction and the positive results from the move. As of 2013, 78% of the company's revenue came from air ticketing, a segment that has lower margins and only 18% of the revenue came from hotels & packages, which has higher margins.

The company's focus and success on higher margin business is evident with 59% of 2014 revenue coming from air ticketing and 37% of the revenue coming from hotels and packages. In 2014, hotels & packages had a net income margin of 12.6% as compared to 6.6% for air ticketing. Therefore, MakeMyTrip.com is moving in the right direction when it comes to boosting its margins. Indian Travel Industry, great potentials to be uncovered. Innovative packages, convenient offers and lucrative deals. Solutions & outcomes of research conducted in a small scale. Research needs to be taken forward and conducted in a large scale. Understanding travel's behavior and striking the right move would benefit travel agency greatly.