



MakeMyTrip – realizing your dream holiday, now shaping dream careers as well!

India's leading Online Travel Agency ranked 2nd in the 2010 'Great Places to Work' survey

23 June 2010, Delhi: **MakeMyTrip**, the Online Travel Agency (OTA) that revolutionized the way people in India bought travel, added another feather to its cap recently. Pioneers in online travel in India, MakeMyTrip has been **ranked 2nd in the 2010 'Great Places to Work' survey**. The survey was conducted based on best practices and employee feedback by the Great Place to Work® Institute, India. The aim of this survey is to identify the Best Workplaces amongst 400 leading organizations across different sectors. MakeMyTrip is the first Indian dot com and travel company to have been recognized as a great place to work.

It is noteworthy that MakeMyTrip is the only travel company to have received this honour among the top 50 companies in the list. Receiving this award and being one of the companies evaluated reinstates the core values and beliefs of MakeMyTrip. In its seven years MakeMyTrip is the first travel company to have been recognized for this award. It's a great achievement for MakeMyTrip which is a young, growing and innovative company working towards offering complete travel solution to customers. Coincidentally this recognition for MakeMyTrip synchronizes with its presence in the most visited OTA list drawn upon by comScore earlier in April and May 2010.

Commenting on this joyous occasion Deep Kalra, **Founder and CEO**, MakeMyTrip.com clarifies, "It is no secret that happy employees create happy customers, *a belief well proven by the fact that we enjoy a 40% repeat purchase rate and over 3.5 million delighted customers continue to draw benefits from our services.* That's why we endeavor to make MakeMyTrip, not a just a place to go through everyday hassles of work, but a place where work is a fun way to meet challenges and create history. *With this recognition, MakeMyTrip surges ahead as the most sought-after organization marked by a technology focus, coupled with being a business oriented travel service provider. And our growth is only boosted by the industry's growth. Travel in India today is a 26 billion industry, 27% of which is transacted online, so there is long way to go. We account for a 48% market share amongst OTAs. We wish to sincerely thank our esteemed employees for their support and efforts and helping us evolve into a great place to work!"*



The survey evaluated and compared organizations on various work place related parameters like credibility of leadership, respect for individuality and contribution, fairness and transparency in all practices and processes, camaraderie and a sense of belonging. First hand information was acquired from employees and the leadership team alike; organizations that passed through stringent evaluation criteria secured their position in the coveted list.

Clearly with the passion that Deep Kalra imbibes in his team, it isn't a surprise that MakeMyTrip indeed is a Great Place to Work!

About MakeMyTrip India

The India business of MakeMyTrip was launched in September 2005. As the first and only comprehensive online travel site with real time booking for flights, hotels, holidays and cars, MakeMyTrip.com heralded a revolution in the way travel is bought in India.

After a successful launch, MakeMyTrip continues to lead the market with innovative products and services. They sell over 12000 flight tickets, 1000 hotel room nights and over 100 holiday packages every day. The site attracts over 4.5 Million unique visits every month according to Omniture Web Analytics.

Headquartered in Gurgaon, the company is targeting sales of Rs. 2200 crores in the f.y.e. March 2010. MakeMyTrip is the dominant player in the Indian OTA space.

For providing best-in-class services to travelers, MakeMyTrip has received numerous accolades including the CNBC Travel Award (2009), Best Service provider company (tour operators category) by Indian Council of Market Research (2009), Most Preferred travel & Holiday Website" by IMINT Shoppers and Consumer Insights Awards in 2010, Galileo- Express Travel World "Best OTA Award" (2007), and was recognized as the 'most-preferred full-service Online Travel Agency in India' in a user survey conducted by TravelBiz Monitor in 2008. It has been recognized as a Superbrand by Consumer Superbrands India in 2009.

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