



Makemytrip.com goes Mobile

Makemytrip.com has partnered with PayMate India to offer the first of its kind 'search-book-pay' via SMS service for flight ticketing. Customers will now have the option to get the best deals across all domestic airlines from makemytrip.com on their mobile handsets by sending a simple SMS. The option to book the ticket and pay for it is also available so that the entire purchase can happen on the mobile from start to finish. Just in three simple step -

Step 1: SEARCH - SMS FLY <From City>

<To City> <Date of Travel> to 676778 (e.g. FLY Mumbai Delhi 20Jun)

Step 2: BOOK - You will receive an SMS detailing all flight options with departure time and cheapest available fares. To book, reply to the SMS with the preferred flight option and passenger name.

Step 3: PAY - To buy the ticket PayMate users can the authorize payment via SMS with their PayMate PIN and get an instant PNR. Non-PayMate users will be called by a ticketing executive and can choose from a range of payment options to complete the purchase.

Speaking about the partnership, **Mr. Sachin Bhatia**, Co-founder and Chief Marketing Officer at MakeMyTrip.com said, "We are committed to providing our customers the best value the lowest cost tickets, access to hotels, the best travel advice. We have recently crossed more than **1 million travelers on MakeMyTrip**. Our partnership with Paymate is another step towards providing our customers with an easy and hassle free booking experience. Customers will now be able purchase our products just by a SMS from their mobile."

Mr. Ajay Adiseshann, MD and Founder, PayMate says "Collaboration with Makemytrip.com will ease the use of mobile and will soon become a major ticketing channel for travel companies and airlines and of course convenience factor of the service."

How PayMate works for mobile payments

□ Customer does a one-time registration with the bank over the phone and receives a 4-digit PayMate PIN

□ Once customer chooses to pay via PayMate, he/ she shares the registered mobile number with the merchant and instantly receives an SMS from PayMate asking for payment authorization with the 4-digit PIN.

□ Customer replies to the SMS with the PIN and a dynamic 'alpha-code' which is authenticated by PayMate and the customers bank account debited instantly

□ A confirmation of the transaction status is sent to both the customer (via SMS) and the merchant (through the PayMate interface) within a few seconds.

MakeMyTrip.com in Bangalore

MakeMyTrip.com launched its regional office in Bangalore on 12 June, 2007. The offline presence complements the company's online offerings, to provide customers in Bangalore with greater flexibility and choice in buying international and domestic holidays.

The new MakeMyTrip office is centrally located at Residency Road and includes a dedicated sales and customer service team. Customers will be able to walk in, consult with the travel advisors and walk out with the best travel deals possible in the industry. Interested travelers can now visit the Make My Trip office, or call at **080 4113 8747** to find out about the best holiday deals in the market.

MakeMyTrip's advanced Hotel search

The recently launched advanced hotel search engine is another first as it allows for one-click search to a database of over **2500 hotels in over 300 locations**. The new enhanced **Hotel 2.0 search engine** provides for easy search for any information related to hotels. In an industry-first, the site also maps hotel locations (distance and accessibility) from reference points like the city centre, and major local attractions. One can search and buy for hotels by going to the cities map, or shortlist the hotel and then find its location on the city map, search by rate, reviews and more. Further more Make My Trip provides comprehensive hotel reviews. These include room reviews with actual images and videos of the rooms, bathrooms, conference facilities etc.) and ratings on various parameters, such as suitability in terms of child-friendliness. The reviews are provided by MakeMyTrip staff and also by guests who had stayed there previously.

The online travel industry is a rapidly growing space@ 40% year on year growth, and is estimated to be worth US\$ 2 billion by 2008. The travel boom, emergence of low cost carriers, proliferation of the internet and the growing acceptance of e-commerce over the last few years, are key factors that have contributed the emergence of this sector as a formidable force in the overall travel industry. According to industry estimates, the offline travel industry is expected to see its share drop from 32% in 2005 to 10% in 2008, owed to the growth in revenue of online travel agents.

Make My Trip.com the first online travel agency in India launched in September 2005 and is the current market leader with real time booking for flights, hotels, holidays and cars. Headquartered at New Delhi, MakeMyTrip crossed Rs. 562 Crores (USD 125 Million) in current fiscal year, which is approx 180% growth from last year's registered sales of Rs. 200 Crores (USD 42 Million).

Services Offered on the MakeMyTrip include:

✿ **Air Tickets:** Search, compare and book tickets on any airline, including Low Cost Carriers & full service airlines.

✿ **Hotel Reservations:** Real-time booking of over 2500 hotels at discounted tariffs ✿ **Car/Taxi Bookings**

✿ **Holiday Packages:** Domestic & foreign holidays at great prices ✿ **Road-trips:** Options for memorable trips from all large cities; with interactive maps ✿ **Weekend Breaks:** Thousands of options for short stay holidays at all price points ✿ **MakeMyTrip.com offers B2B services** to Local agents around the world can access the above products through its extranet, **IndiaAhoy.com**.