

“We consolidated on our leadership position in the market by getting listed at Nasdaq.”

DEEP KALRA CEO, MakeMyTrip

2010 has indeed been a very good year for MakeMyTrip wherein we consolidated on our leadership position (with over 48 percent of the market share), by getting listed at Nasdaq, which in a way has proved a benchmark for other e-commerce companies to follow suit. We have always believed in innovation as the key to our success in the fast growing market and that is what we did precisely by introducing charter packages to unexplored places like Ladakh, Maldives and most recently Andaman. The response that we have received is tremendous and we hope to continue building upon this momentum by constantly bringing in new deals and packages to suit everyone's needs, that too at affordable prices.

Moreover, MakeMyTrip was also ranked second in the Great Places to Work survey in 2010.

MakeMyTrip has the distinction of being not the only travel company to have received this honour (from amongst top 50 companies in the list) but also the only travel company to have been recognized in the history of this survey. In 2010 we also launched Instant Ticketing; a technological advancement wherein the consumer can print / email or download the air ticket at the end of the booking process itself; thereby reducing the waiting time for the ticket in your inbox. MakeMyTrip continues to lead the market with innovative products and services. Besides this, according to a study conducted by Omniture Web Analytics, the site attracts over 4.5 million unique visits every month. On the revenue front, we approached the year-end on a high note. We closed FY 2010 with gross bookings worth



Rs. 2100 Crores (\$466 Million). As per the Q2 results declared recently for the September 2010 quarter, we have witnessed year-on-year growth of 40.5 percent clocking revenue of \$ 23.8 million and the operating profit has gone up to around \$0.48 million as against \$0.18 million in the same quarter last year. Holiday packages designed around short weekend breaks have become very popular, especially in met-

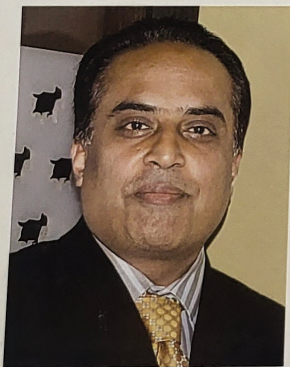
ros as it helps people take short break from the regular grind and doesn't require much of planning or taking leave from work.

Moving on we do anticipate the growth momentum that we witnessed for the Indian travel sector in 2010 to continue further. The Indian online travel industry is rapidly growing with an annual growth rate of 40 percent. The travel boom, emergence of low cost carriers, proliferation of internet and the growing acceptance of e-commerce over the last few years are some of the important key factors that have contributed to the emergence of the travel sector as a formidable force in the overall travel commerce scenario. Some of the emerging sectors in online travel according to us are Bus and Rail ticketing where growth is extremely high.

As told to Prem Kumar

“In 2010 we incubated new business streams.”

ARJUN SHARMA Managing Director, Le Passage to India



As a successful 2010 came to an end, we would like to thank our industry partners for their cooperation, understanding and tremendous support to Le Passage to India and its strategic business units and associate businesses. This year in addition to our core brands of LPTI such as Go India Journey, Indian

Routes, Ice, Mintcivites, we incubated new business streams mainly Hotelbeds, Intercruises, Dakshin Routes, our adventure business and Golfing Holidays. These new additions to our string of pearls will greatly enhance our penetration into the Tourism world of India.

Moreover, in the incoming Tourism business we have won National Tourism Award 1st Position for the last three consecutive years (2007-09) and Galileo Express Travel Award for Operational Excellence in 2010 and had a record growth in excess of 30 percent. Our outbound/ domestic brand TUI Travel India continued its stride into meeting the needs of the huge travel demands of the Indian traveller. Its

growth continues to be positive and surprised us and reiterates our desire to enhance our presence in this segment as well. Here we are now comfortably in the top 10 in the country and marching our way into the top five soon, considering the scorching growth of 64 per cent in the year gone by. Moving on, we feel that 2011 would be about the same as the current year perhaps with a marginal increase in business and the focus will be on focusing on the growth of the new Strategic Business units mentioned above and also look at the luxury Trains business more closely. We have also launched the very first true self-drive tours in India in conjunction with India rally specialists

World Wide Classic Car Rallies (WWCCR), which will be a unique adventure experience for our clients. We are also going to promote Golf tours as we feel it is a market for the future.

As a part of our tourism initiative, we are also trying to be more socially involved for a sustainable development through our newly launched Le Passage Travel Foundation. The foundation will focus on the betterment of the less privileged sections of our society and the initiatives will also be added as volunteer options in our programmes to spread the awareness and provide guilt free holidays to our guests. This is sure to add experience to their incredible holidays in India.

As told to Prem Kumar