

MakeMyTrip.com targets Rs 1,250 crore turnover

Corporate Bureau
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Delhi-based online travel company MakeMyTrip.com is eyeing a turnover of Rs 1,250 crore this fiscal.

Founder and chief executive officer Deep Kalra said, "By 2008, while 40% of the air-ticketing business will be online, 15-20% of the non-air ticketing business will be online." The company has a 40% market share in the online travel and tourism industry.

Of the Rs 82,000 crore (\$20 bn) travel and tourism market in India last year, the online market was a little above Rs 5,300 crore (\$1.3 bn). It is expected to touch Rs 8,200 crore (\$2 bn) next year.

MakeMyTrip.com registered sales of Rs 550 crore last fiscal.

The company earns 80% of its revenue from

air-ticketing and 20% from the non air-ticketing segment that includes hotel bookings and holiday packages.

"The ideal mix is 60:40, where 60% comes from air-ticketing and the rest from the non air-ticketing business," said Keyur Joshi, co-founder and chief operating officer.

"We are trying to achieve the mix in the next 18-20 months," he said.

While ticketing and hotel room bookings are done over the Internet, buying holiday packages needs constant guidance, Kalra said. "We are increasing our presence through new offices," he said. The company has five offices, including the newly opened one in Kolkata.

MakeMyTrip.com is also in talks with Indian railways to sell tickets. "We are in talks with ministry officials," Joshi said. "We expect people to book hotels while they buy tickets. That will push up our revenue significantly," he said.