



MakeMyTrip Introduces Anytime, Anywhere Travel in the UAE

The first Online Travel Portal in the market will provide customers access to a one-stop platform to fulfill all their travel needs, including 'last-mile' travel in India

December 13, 2009, Dubai: After revolutionizing the Indian market with its pioneering offerings, MakeMyTrip.com, India's number one online travel company, has announced the availability of its complete range of travel solutions in the Emirates market. Customers can now search for best-deals and book products like air-tickets, hotels and holidays online at www.makemytrip.ae.

MakeMyTrip is the first online travel agency in the Emirates providing a platform that brings all available travel options together at a click, offering unparalleled convenience that was hitherto unavailable to local travellers:

- Travellers in the UAE can now access and compare availability and costs of both Full Service and Low Cost Carrier flights on one platform itself, gaining access to more choice and better deals in the bargain
- Travellers also have the convenience of paying for online purchases in the local AED currency itself for all products at no additional transaction surcharge for credit card use
- The range of products available on www.makemytrip.ae include flights, hotels and holiday packages - both international and only within India. This also includes Indian train tickets.

Elaborating on this initiative, **Mr. Keyur Joshi, Co-founder & COO, MakeMyTrip** said, "*As the pioneering and most successful Online Travel Agency in India, we see a clear opportunity for our offerings in the Emirates market. With over 61% internet penetration, citizens are waiting for an online travel-services provider. We are very pleased to launch our full-scale portfolio of services here. This will be especially helpful to NRIs who can plan their last-mile travel in India on one platform, being able to book international and domestic flights as well as rail tickets.*"

Mr. Joshi further added, "*We are committed to developing and growing this business – offering customers the highest standards of service. To this end, we have set up a 24 hours dedicated Customer Care number to provide better on-ground customer support. Our experience in handling large volumes of credit card transactions and existing relationships with banks helped us offer this service to customers in UAE at no additional cost. It is through customer -focused initiatives like these that MakeMyTrip witnessed great success in India, becoming the largest OTA and one of the three biggest travel companies in the country within three years of inception.*"

Mr. Mohit Gupta, Chief Marketing Officer, MakeMyTrip commented upon the business opportunity, *" There are some compelling statistics that support our strategic investment in the market. The UAE is the second-largest hub of NRIs in the world after the United States. The market has also seen healthy growth trends in inbound travel, especially from India into the UAE. UAE- India is also the largest network of inter-country flights in the world. It makes a sound business decision to invest in developing Dubai as an outbound destination around the world. Our local operations will enable us to build business strengths around Hotels and localized products which will, in turn, benefit users."*

Commenting on the business expectations, **Mr. Gupta** added, *" We hope to sell almost 25000 tickets online within the next six months."*

MakeMyTrip was launched in 2000 in the US to offer best-deal travel solutions to India and extended operations to India in September 2005, pioneering the Online Travel Industry in the country. In the US, MakeMyTrip targeted the booming 'USA to India' travel market, offering NRIs the unmatched convenience of a 24 X 7 online travel portal and travel consultancy support. Being niche, the concept hit early success, and MakeMyTrip.com has grown at a fast pace to emerge as the foremost travel website in the US-to-India market. MakeMyTrip (India) is today the largest OTA in India, and among the top 3 travel companies in the market, including traditional travel agencies. It is also the most-visited travel website in the country. It was awarded the "Emerging India Award" by ICICI Bank & CNBC-TV18, voted one of Asia's hottest technology startups by Red Herring in 2006 and more recently, rated among the top 100 companies in Asia by them. MakeMyTrip is recognized by both airlines and hotels as a top sales performer in the travel and tourism industry.

About Ecommerce

UAE is expected to account for more than \$36 billion in ecommerce revenues by 2010 Industry watchers put the expected annual growth of e-commerce in the Gulf at 20 per cent, but the rate of growth in the UAE might reach 50 per cent once the global financial crisis has abated. A quarter of UAE residents use the internet for commercial transactions. Studies also indicate that global e-commerce will be \$13trn in 2012, with the involvement of 850 million people around the world.

For further press information, please contact:

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 3.5 Million unique visits every month according to Omniture Web Analytics.

Headquartered in Gurgaon, the company is targeting sales of Rs. 2500 crores in the f.y.e. March 2010. MakeMyTrip is the dominant market leader of Indian OTAs with over 50% market share.

For providing best-in-class services to travellers, 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), 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 also been recognized as a Superbrand by Consumer Superbrands India in 2009.