

From the Leader's Desk



Rajesh Jindal

“Raise your sail one foot and you get ten feet of wind”. This Chinese proverb best enumerates the approach that we should take in the days ahead. Building the business one block at a time, one step at a time is the need of the hour. Before I talk about the way forward, let us take some time and reflect on our journey in the last few months. The first quarter of the new financial year was probably one of the most challenging ones in the recent past. The start of the off season impacted the overall travel industry and led to fall in the overall demand. We however managed to achieve our business targets in terms of top line, albeit at a

slightly higher cost.

We also had set ourselves some important goals to achieve in the quarter and have come a long way in achieving those. Crossing the 10,000 mark in hotel contracting was one milestone that we achieved during this period. The focused approach of the partner marketing team, ensured that we reclaimed our position as the largest hotel network in India. We also went live with some much anticipated marketing channels. Google Hotel Price Ads is one such channel that has the potential to become one of the most important ones in the future. We also completed 2 projects from the SEO roadmap by launching Area pages and POI (landmark) pages. These pages will help us target the long tail keyword searches on Google.

The quarter ahead will bring more opportunities and challenges for all of us. The continuation of the off season and aggressive intent of competition will ensure that we stay on toes to maintain and grow our presence. Consolidation of our hotel base, continued technological advancements and shrewd marketing initiatives will be the three pillars that we will have to focus on to travel further on the road to success.

Unfortunately, I will not be able to walk beside you in this journey beyond this September. It is never easy to leave something that you have loved, but there are times that you have to leave so that you can make a new start. I will hand-over the baton of the B2C Hotels business to Rohit Mangnani who has joined us recently. Rohit, with his rich eCommerce experience, will bring tremendous value to the organization and will have the opportunity to lead it through the exciting times ahead. I would request all of you to continue your dedicated support to the organization and welcome Rohit with a stellar Q2 performance.

They say that we all take different paths in life, but no matter where we go, we take a little of each other everywhere. I might be leaving Travelguru soon, but the company, the brand, the people will always have a special place in my life.

All the best!



Deepak Mavinkurve

Have you read or seen “The Perfect Storm”, a book by Sebastian Junger which was later on made into a movie with George Clooney and Diane Lane? This phrase originated in the 18th century and was made immensely popular by the movie. The phrase actually means an event where a rare combination of circumstances will aggravate a situation drastically. Over the last few years, The Perfect Storm has become a life and management jargon.

At TG B2B we are going through this perfect storm movement. I had mentioned last time about how dramatically our business landscape has changed wherein today’s customers have become tomorrow’s competitors. Well...here we are in the reality of that era and seem to be facing this unique issue on a daily basis.

So I am sharing some changes that we have made to weather this storm and come out of it without a scratch.

1. TG B2B now has a new logo, which was designed in-house. For us the logo attempts to symbolize the following:
 - a. Through its colors, our TG roots
 - b. Through its design, our approach of alacrity and speed for our customers
 - c. Through its font, a no nonsense focus on business
 - d. Through its byline, our commitment to the customers
 - e. Through its background, a clear, simple and transparent vision of a win-win
2. TG B2B now also has a new website. After 4+ years of working on a legacy system, we have finally got a new state of the art website which is expected to go live soon.
3. And lastly we also now have a newly formed team with bigger roles and responsibilities. Taranum, Ashish Mishra, Mohammed Shoaib, Ashish Kumar and Vijay Nag take on National Roles will now handle larger customers and larger profiles. We have always encouraged growth of our in-house talent and I am really proud that each of them have grown so admirably. Best luck to them.

I do not want to talk a lot about our targets and numbers here, because you can assume that is a given with my enterprising team. We seem to be at a run rate of about 20% over Budget on GTV and Revenue for the quarter.

Finally I want to conclude, as customary with another (I think apt) Zen story to this article:

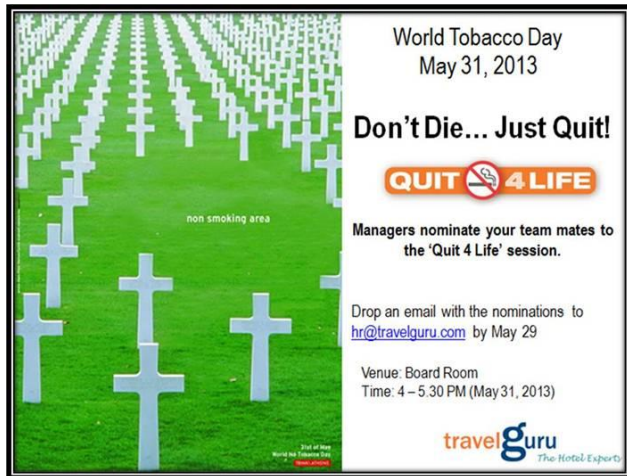
A Chinese Zen teacher once asked one of his students, "If you call a tail a leg, how many legs does a horse have?"

"Five," replied the student.

"No," said the teacher, "The answer is four. Calling a tail a leg doesn't make it a leg."

Fun @ Travelguru

Mumbai



“No Tobacco Day”

On 31 May 2013, TG Mumbai Office celebrated “World No Tobacco Day”.

Managers nominated their team members for the “Quit4Life” program – a one hour program by a specialist Doctor from the United Association for Public Health and Education who had come in to give our employees a talk on Quitting Tobacco.

Screening of Movies

Mumbai office enjoyed the screening of “Ashiqui 2” and “Andaz Apna Apna” with friends, pop corn and Pepsi .

Theme Dressing

TG Mumbai office has started theme dressing to office and the first theme was “Shorts Day” – a fun way to gain respite from the Mumbai rains.



PS3 in office

Mumbai office had installed a Sony PS3 for a day where employees had a blast playing games like Bowling, Tennis, Cricket, Football, car racing, etc. Some played solo while others preferred competing with each other.

Bangalore



Inter-Corporate Cricket Tournament

A combined team of Travelguru and Yatra participated in the “Inter-Corporate Cricket Tournament” conducted by Bangalore Events. The team did us proud by entering the finals and bagging the 1st runners-up trophy. This was the first time that the team had participated in an inter company competition. The TG players included: Mohammed Shoaib (Captain), Manjunath, Mohammed Shafa, Prashant Pandey, Rohith M, Ravi K, Abhilash, and Amit Goel.

Family Day

Bangalore Office celebrated "Family Day" on June 7, 2013. The families of all the employees were invited over for a gala time at TG Bangalore office. A lot of games for the kids and the other invitees were organized, making it a complete fun time for everyone. The Organizing Committee played a crucial role in the successful completion of this function.



Sports week

Sports week was celebrated between 13th-18th May, 2013. A Host of games and competitions like Chess, Carom-board etc were organized throughout the week.

Donation drive

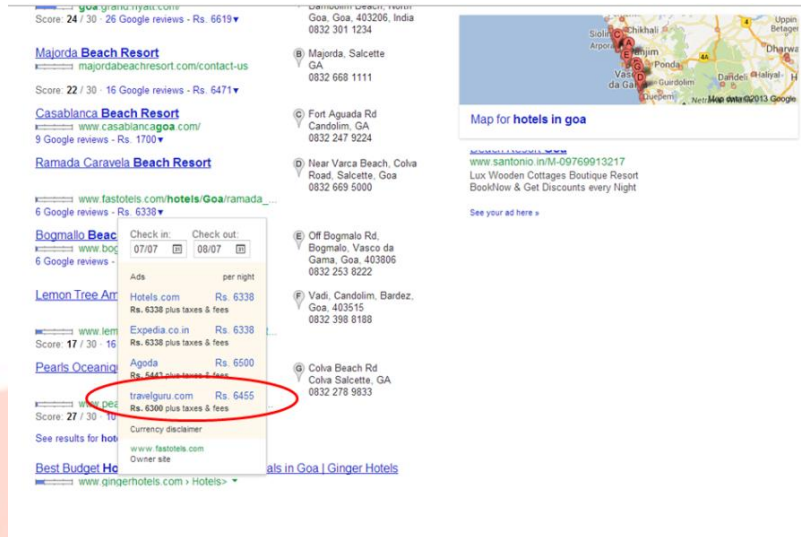
As a part of its CSR, the Bangalore TG team decided to distribute clothes to the needy. Old clothes from the employees were collected and distributed among the poor.



News Travels

Google Hotel Price Ads (HPA) –

Travelguru became only the 2nd domestic OTA to go live on Google HPA. With more than 2 months of development effort, this integration with Google was one of the most challenging technological developments in recent times. With HPA, Travelguru can show real-time prices for hotels on the Google search results page, Google Hotel Finder, Google Maps and other Google interfaces.



SEO POI pages –

About 7,000 Point of Interest (POI)/Landmark SEO pages were launched in June. With these pages going live, Travelguru can optimize and be present on Google search results for keywords like “Hotels near <landmarks>”. These pages will also enable us to advertise on such POI/Landmark keywords through SEM.



Mobile website –

We have successfully integrated the new OAT 2.0 API with the mobile website. We have also made modifications to the home page design, making it more hotel centric and reducing focus from service & other aspects from the earlier design. This is also the first POS after TG B2C where we successfully integrated the OTA 2.0. The new home page is benchmarked against international OTAs & E-Commerce mobile platforms and is focused on reducing the number of clicks for an end-to-end mobile booking.

3 day sale on Affiliate network –

Launched a successful 3 day sale on the Affiliate network. The sale which offered attractive discounts was lapped up by our affiliate partners and was promoted very heavily by them. The partners promoted the

offer by giving visibility on prime assets on their websites, sending eDMs to their database and even promoting it on their social media platforms. This 3 day sale is now set up as a fortnightly campaign and will help drive transactions on the affiliate platform.

Product:

Destranet API – A new Extranet API for hotel partners and channel managers was launched for exchanging hotel rates and inventory. The introduction of this new API will not only save a lot of time, but will also reduce the errors and efforts it took to update the extranet manually. The new API will facilitate automated electronic updates of bookings, rates and availability. The initiative can be a market game changer. As Travelguru.com becomes the first online travel website in India to introduce a free of charge technologically advanced API for hotel partners, system providers, channel managers and other users.

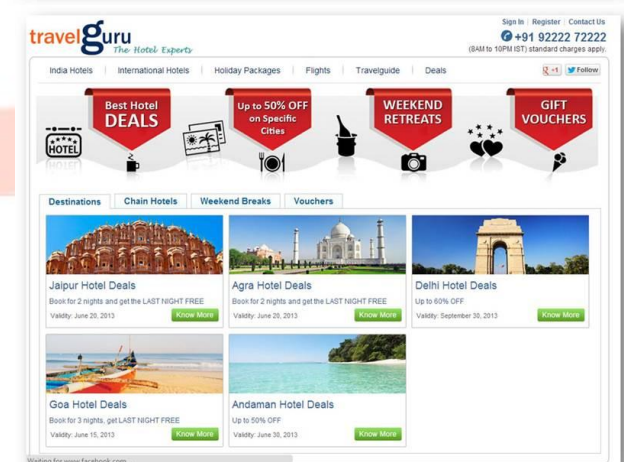
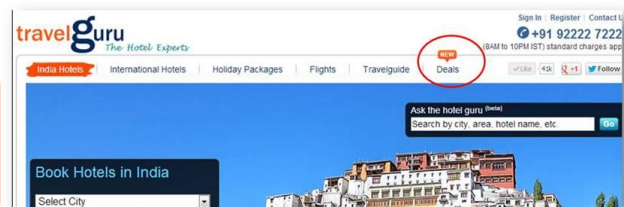
New options on the payment page – Over 35 payment options were added to the Travelguru payment page. This included Amex and other options for debit cards and net banking. This development will definitely enable new customers to transact on the Travelguru website.

Rate rule over lap – With this release Rate Rule calculations are now done for each night of the search and the best discount in case of conflicts is presented to the Customer.

Merchandising:

Deals page - We have now launched the new deals page and a tab on the home page header. The new deals section will showcase all the promotions that are running on the Travelguru website. The idea behind this is to have a section which consolidates

all the promotions/offers/deals available with us and provides the best possible option to our customers. This section also creates a lot of merchandising and marketing opportunities for us. We will be updating the merchandising tracker with the details of this section. We are also working on optimizing this section on Google (SEO) and using it for our other marketing channels (SEM, Social media, etc). Expect the traffic to grow significantly in this section very soon; hopefully this will give an extra incentive to the PM team to get more deals for TG.



! Your inventory is about to expire! Update It today!

We have noticed that your hotel inventory is about to expire soon. To ensure a wider reach, better visibility and more conversions for your hotel rooms on Travelguru portal, please refer the table below to know the ways in which you can update your inventory. Or you can also contact your Travelguru Market Manager for the same. Having Updated Rates and Inventory will not only help you meet the increasing business needs, but also help you with a great season this year. It will also help us to ensure we keep selling your hotel without a break.

How it can benefit you?

- ▶ Your hotel inventory doesn't go unoccupied
- ▶ Visibility to 6000+ travel agents & affiliates
- ▶ Better occupancies and ABR
- ▶ Customers can book your hotel much in advance
- ▶ Gives better opportunity to maximize the available rooms

For any further queries, contact your respective Market Managers!

Travelguru Help Desk for INDIA HOTELS			
FOR	Mail	CALL	Operational Time
Sold Out updation	hotelsouth@travelguru.com	022-41539555/500	09.30 AM to 7.00 PM
Inventory Change	hotelsouth@travelguru.com	022-41539555/500	09.30 AM to 7.00 PM
Rate Change	hotelsouth@travelguru.com	022-41539555/500	09.30 AM to 7.00 PM
Booking Re-confirm	hotelsouthdesk@travelguru.com	022-41539555/500	24 hrs
New Receipt of Voucher	hotelsouthdesk@travelguru.com	022-41539555/500	24 hrs
Payment Related	account@desks.com	022-4275-4826/27	09.30 AM to 5.00 PM

GREAT DEALS + MORE LEADS + INCREASED BUSINESS

To participate in:

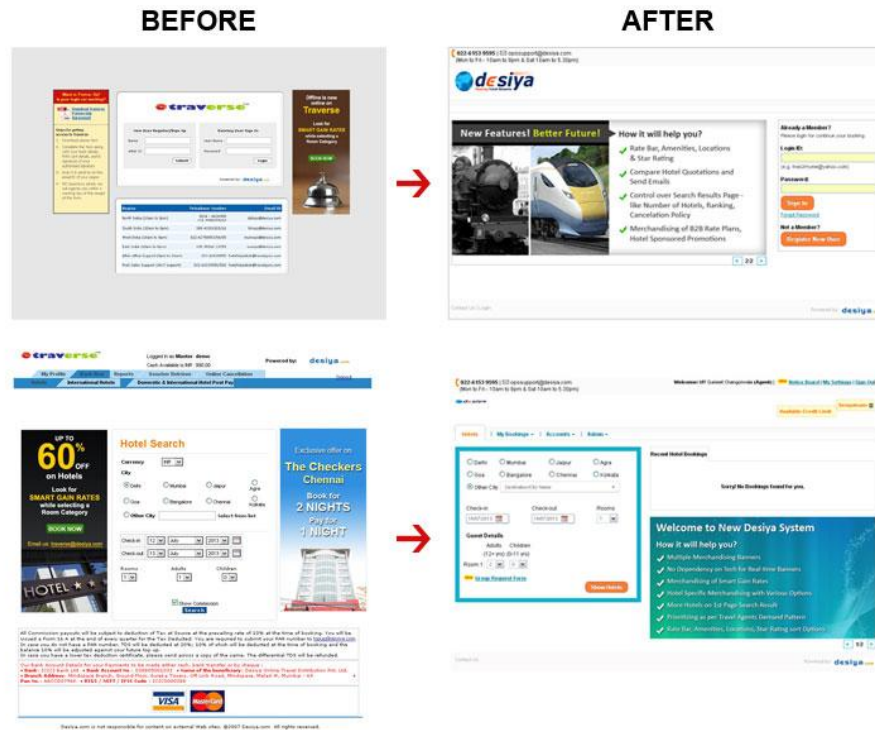
- Pay @ Hotel
- Last Minute Deals
- B2B Rates

travelguru
The Hotel Experts

No inventory eDM to hotels - We have started a process of sending weekly emailers to hotels whose inventory is expiring in the next 120 days. The emailer, that contains details on contact info for updating the inventory, has been going out to hotel partners since the last 3 weeks.

Merchandising tracker - The merchandising process was streamlined with the launch of the new Merchandising tracker. The asset utilization tracker which shows all the banners that are live on various assets on the website, enables the PM team to identify available opportunities and accordingly offer and negotiate banner assets with hotel partners.

New Desiya Website



Traverse.desiya.com a legacy platform which is up and running since 2006. From the date of going live till date the legacy platform is untouched with regards to any kind of development. In spite of this, Traverse remained one of the most profitable SBUs within the business.

After a long wait and the Yatra merger last year, we got an opportunity to re create a new booking platform for our clients.

Today we are on the verge of going live with new platform which is “Desiya.travelpartners.in”

The new link and platform are developed keeping in mind the current technology and demand of the users. It will ease the booking, accounting, merchandising processes just with the click of a button. We are hoping this initiative to have a significant impact on our revenue once we go live on our new platform.

Special thanks to the TG and Yatra technology teams for their support throughout the project.

Travel Tales



Lady Luck seemed to favor Tony Joseph when he landed up winning the contest called "Take me to South Africa" which gave him an opportunity to travel to South Africa. This was sponsored and promoted by South African tourism and will soon be telecasted on NDTV.

Soak up all the exciting details straight from the horse's mouth:

It was my extreme pleasure and honor to be selected to travel across the lengths and breadths of South Africa - "The Rainbow Nation." The cherry on the cake was to travel along with none other than the cricketing legend, former South African brand Ambassador and cricketer 'Jonty Rhodes'.

It was a 15-day trip which gave me a new perspective on life. During this trip, we covered various important cities such as Johannesburg, Cape Town, Hermanus, Pezula, Knysna, Port Elizabeth & Durban. I also experienced some once-in-a-lifetime moments such as Bungee Jumping from Brouklans River Bridge (world's highest commercial bungee jump @ 216m/709 ft high), deep sea cage diving with the Great White Sharks at the straits of Dyer Island and quad-biking on the rough terrains. I also went on a Segway tour across the vineyards of Spier, visited conservation of cheetah and other exotic fauna at Somerset West Cheetah Outreach. I even spent the day on Jungle safaris at Pilanesberg National Park & Amakhala Game Reserve and encountering the Big-5 of Africa. A Canopy tour through the indigenous forests of Karkloof, Rhino-tagging, visit to the Nelson Mandela Square, Gold mines, Madhiba Moses Stadium, cricket at the Notzie Beach, Soccer & Archery at Field of Dreams@ Conrad-Pezula, and many many more experiences made it memorable.

Badhai Ho!

Hearty congratulations to our newlyweds!



Welcoming New Members to the Travelguru Junior League

Girjesh Singh (Partner Marketing) was blessed with a baby boy on April 10, 2013

Zamir Sayed (Net ops) became a proud father of a baby girl on June 1, 2013

Mohammed Shoab (B2B) is now the proud father of a baby girl born on June 7, 2013

Milestones

Special thanks to the below employees who have completed 5 years of service with Travelguru last quarter...

- Venicia D'Souza
- Jiten Prajapati
- Rahul Jethwa
- Hardeep Singh

We deeply appreciate your unwavering commitment and consistent contributions.

Exams Cleared

Sujith K M and **Baijnath Pandey**, Market Managers for Kerala and Goa respectively, received their full-time MBA certifications on June 1, 2013 in the 3rd Convocation Ceremony, of St. Aloysious College. Sujith scored first class while Baijnath made it to the top 5 rank holders with a distinction to his credit. Three Cheers from the TG team!



Movers and Shakers

Kudos to the below employees who have moved to newer and more challenging responsibilities by way of promotions...we wish them success in their renewed roles.

Employee name	Function	Location	Promoted to
Mohammed Shafa UI Haq	B2B Business	Bangalore	Assistant Manager - Key Accounts
Mohammed Shoaib	B2B Business	Bangalore	National Sales Manager - B2B
Shalini B.S.	B2B Business	Bangalore	Manager - Affiliate Marketing
Venila	B2B Business	Bangalore	Assistant Manager - Operations
Ashish Kumar	B2B Business	Delhi	National Key Account Manager - B2B
Ritesh Shinde	B2B Business	Delhi	Manager - Affiliate Marketing
Piu Sen Sharma	B2B Business	Kolkata	Assistant Manager - Affiliate Marketing
Vijay Nag	B2B Business	Kolkata	National Head - Vacations & Leisure, B2B
Chetan Sangle	B2B Business	Mumbai	Sales Manager - West
Purvi Anchan	B2B Business	Mumbai	Senior Executive - Affiliate Marketing, Client Relations
Raja Patil	B2B Business	Mumbai	Senior Executive - Affiliate Marketing Operations
Sumeet Changoiwala	B2B Business	Mumbai	Product Head - B2B
Taranum Khan	B2B Business	Mumbai	Head - Operations B2B
Abdul Wahid Qureshi	Contact Center	Mumbai	SME - Work Force Management Analyst
Chinmay Gokhale	Contact Center	Mumbai	SME - Hotel Help Desk
Dharmendra Acharya	Contact Center	Mumbai	SME - Hotel Help Desk
Jitwar Pujari	Contact Center	Mumbai	Senior Executive - Hotel Help Desk
Manshi Joshi	Contact Center	Mumbai	SME - Hotel Help Desk
Prashant Bhalekar	Contact Center	Mumbai	SME - Hotel Help Desk
Riyaz Ansari	Contact Center	Mumbai	Senior Executive - Hotel Help Desk
Sanjay Kori	Contact Center	Mumbai	Senior Executive - Hotel Help Desk
Sneha Dangarwala	Contact Center	Mumbai	Team Leader - Quality Analyst
Sonali Lakeshri	Contact Center	Mumbai	Assistant Manager - Hotel Help Desk
Ameya Gore	Enterprise MIS	Mumbai	SME - Enterprise MIS
Karan Damle	Finance	Mumbai	Senior Executive - Finance
Mukund Moharana	Finance	Mumbai	Manager - Finance
Prashant Mogaveera	Finance	Mumbai	Assistant Manager – Finance
Zamiruddin Sayed	IT Support	Mumbai	Team Leader - IT Support & Infrastructure
Riddhi Joshi	Lead Center	Mumbai	SME - International Operations
Abhishek Joshi	Marketing	Mumbai	Head - Online Marketing and Product
Rushabh Savla	Marketing	Mumbai	Digital Marketing Specialist

Employee name	Function	Location	Promoted to
Dhaval Kavaiya	Online Portal	Mumbai	SME - Web Designing
Shamal Varadkar	Online Portal	Mumbai	Assistant Manager - Content
Prashant Pandey	Partner Marketing	Bangalore	Manager - Partner Marketing
Rini John	Partner Marketing	Bangalore	Senior Manager - Partner Marketing
Rohith Muralidharan	Partner Marketing	Bangalore	Manager - Partner Marketing
Srirag Bhaskar	Partner Marketing	Bangalore	Senior Manager - Partner Marketing
Arun Ajayan	Partner Marketing	Delhi	Senior Manager - Key Accounts & Projects
Gourav Choudhary	Partner Marketing	Delhi	Assistant Manager - Partner Marketing
Harpreet Kaur	Partner Marketing	Delhi	Assistant Manager – Partner Marketing
Pawan Vohra	Partner Marketing	Delhi	Senior Manager - Partner Marketing
Sandeep Srivastava	Partner Marketing	Delhi	Head Partner Marketing – North & East
Varun Verma	Partner Marketing	Delhi	Assistant Manager – Partner Marketing
Binay Kumar	Partner Marketing	Kolkata	Senior Manager - Partner Marketing
Basantkumar Tahiliani	Partner Marketing	Mumbai	General Manager - Partner Marketing & E-Commerce
Bonita D'souza	Partner Marketing	Mumbai	Senior Executive - Market Coordination
Divya Dhanraj	Partner Marketing	Mumbai	Team Leader - Market Coordination
Rachana Nadkarni	Partner Marketing	Mumbai	Senior Executive - Partner Marketing Analytics
Siddhi Rane	Partner Marketing	Mumbai	Senior Manager - Partner Marketing
Upasana Vinayak Vanarse	Partner Marketing	Mumbai	Senior Executive - Partner Marketing Analytics
Rahul Jethwa	Product	Mumbai	Business Analyst
Rushabh Vora	Product	Mumbai	Senior Business Analyst
Amit Goel	Technology	Bangalore	Associate Manager - Software Development
Ashish Das	Technology	Bangalore	Senior Software Engineer
Mohammed Yousuff	Technology	Bangalore	Associate Technology Lead
Priyadarsh Kankipati	Technology	Bangalore	Technology Lead

Travelguru Champions League

Tech Champ

Yousuff Mohammed is star performer of the quarter. Here's what people have to say about Yousuff:



The reason behind Yousuff's nomination is pretty obvious. Not a single project of google HPAs complexity has ever gone live with a single issue. We have already started reaping the results not only for the HPA project but also for subsequent projects

Yousuff went out of his way to accommodate new technologies, ideas, feedback and showed a lot of patience, resilience and flexibility in doing so. Last, but not the least, his hard work in executing his job is commendable.

B2B Champs



Ashish Kumar (National Key Account Manager – B2B)

He has single handedly driven all TMC business in the North and played a major role in growing the numbers on a monthly basis and has been an excellent Relationship Manager to all his customers. Now he has been given the major role of Head Key Accounts – B2B. We wish him all the best.



Caroline Noronha (Senior Executive - Operations Mumbai)

She is handling 7 major accounts. After she started handling the Rez Rescue process, she has managed to minimize the issues of pre-check in for these accounts. She is very regular and punctual in her job and dedicated towards her work. She will go a long way with Travelguru and her future is very bright.



Piu Sen Sharma (Asst Manager – Affiliate Marketing Kolkata)

She has been the nucleus of operations in the East and single-handedly managed everything from the last 2 years taking the east market to new level. We wish her all the best in her new role.



Partner Marketing

Bajinath Pandey, MM-Goa was declared “Travelguru Star of the Month” for the month of May.

Contact Centre Champs



From left Jitwar Pujari, Sanjay Kori, Namraj Sharma , Meenakshi Ranganathan , Riyaz Ansari , Raghuraman S

HHD			
	April	May	June
Star of Month	Sanober Shaikh	Riyaz Ansari	Chinmay Gokhale
Quality Champ	Sanjay Kori	Mallesh Anthati	Meenakshi Ranganathan
Escalation			
	April	May	June
Star of Month	Jitwar Pujari	Namraj Sharma	Prashant Bhalekar
Quality Champ	Prashant Bhalekar	Andell D'mello	Raghuraman S

Vijay Nag - Dil Se!

(National Head - Vacations & Leisure, B2B)



Vijay comes from a small town of West Bengal. He left home when he was 18 years to pursue his dreams and have a career in hospitality / travel sector. He completed his higher education from Delhi and completed his Hotel Management from Doon University in Dehradun. The first break of his career was with Hotel Avalon Courtyard in New Delhi where he worked for around 2 years as a Front office Executive. Post that, he joined Desiya. Currently settled in Kolkata and recently married to Pir Sen Sharma -his partner at work and home, Vijay enjoys cooking and makes delicious food for his family on weekends.

Here are the few questions that he answered quite sportingly about his life ... Ekdum Dil Se!

What would you like to do to the person you hate the most?

Ignore him

If you were to become an actor, which movie and which role would you be a part of?

Chris Gardener, The pursuit of Happiness

What is the naughtiest thing done as a child?

When I was in class III, I Stole my classmate's Tiffin box, had the food in it in the toilet and left the box there!

Favourites?

- (a) Cartoon character - Tom and Jerry
- (b) Sport - Football
- (c) Actor & Actress - Amir Khan & Madhuri Dixit
- (d) One liner - If the going gets tough the tough gets going

Lessons you learnt from life?

One should not trust every one

Dream holiday destination?

PORTUGAL

If you win "1 Crore" at KBC, what would you do?

Make a movie

What does travel mean to you?

Relief

What is your idea of stress buster?

Watching cartoon channel

If one song were to describe your life, what song would it be?

Baheti hawa sa tha woh from 3 Idiots

Do you have phobia of anything ? what ?

Yes, I have phobia of darkness

Season you enjoy the most?

Monsoon

TQ (Travelguru Quotient)

Guess the last name

These are surnames of some your TG colleagues...can you guess them?



Send in your entries to hr@travelguru.com by 31st July & win exciting prizes!

Winner of last quarter's TQ

Sumeet Changoiwala from B2B. He wins a Shopper's Stop voucher worth **Rs 500/-**. Congratulations!

Answers to last quarter TQ –

Image A - Deepak Mavinkurve

Image B - Basant Tahiliani

Image C - Pearl D'souza

Image D - Pooja Majmudar

Image E - Vinay Chalke

Image F - Rupali Chachad

Image G - Roshni Raheja

Image H – Elita Rocha

Editorial Team:

Abhishek Joshi, Alvita Barnes, Baijnath Pandey, Cherishma Shah, Chamaine Fernandes, Dhaval Kavaiya, Harshita Saraf, Manshi Joshi, Mohammed Shoaib, Manjunath, Roshni Raheja , Sandeep Srivastava & Shamal Varadkar

