PRESENTATION 2024

OVERVIEW

1. **CURRENT MARKET ANALYSIS**
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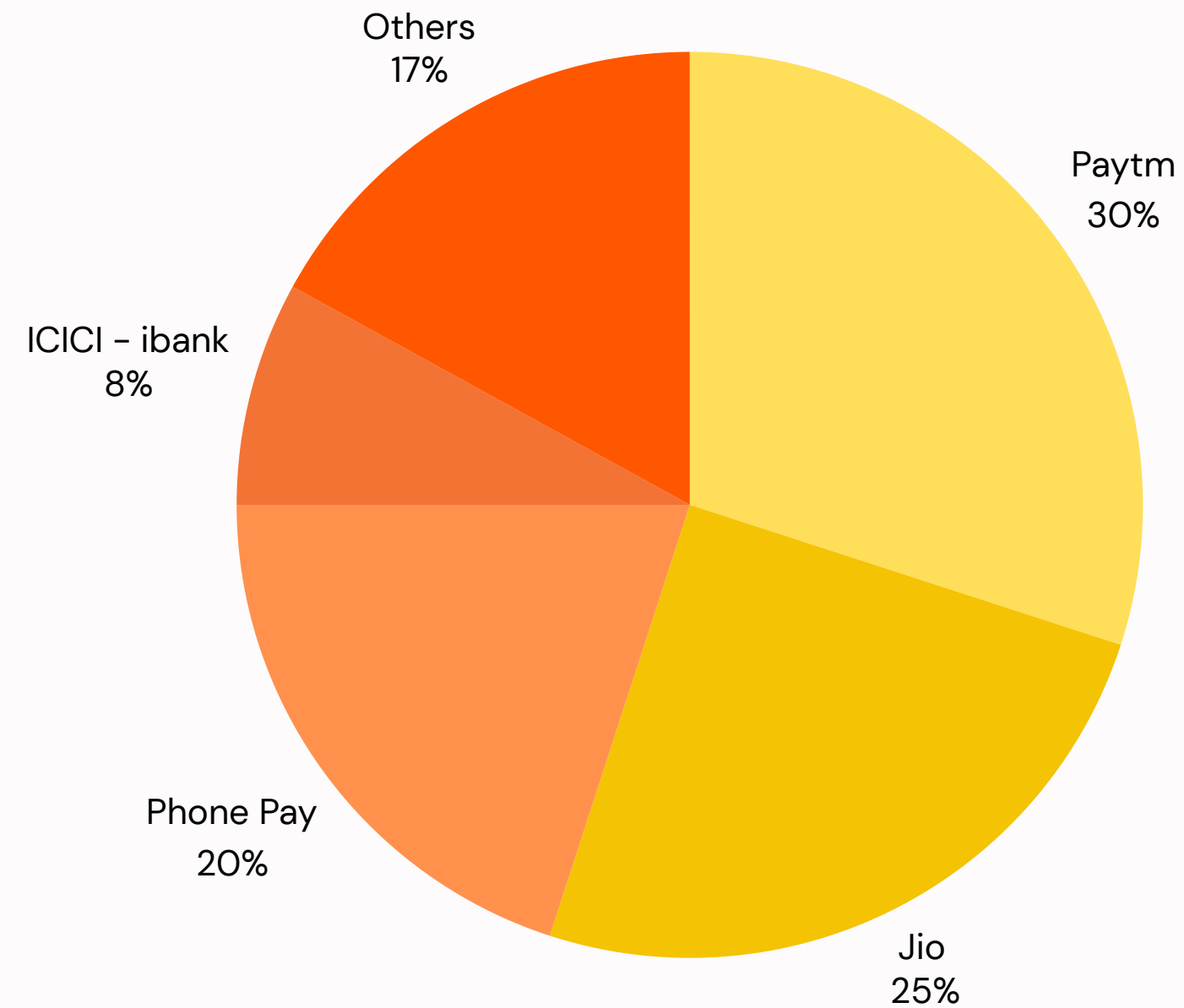
CURRENT MARKET ANALYSIS – RECHARGES

Indian Market Size (2024): 1,000 billion(1 trillion)

01 Digital Transformation

02 Competitive Pricing

03 Bundled Services

04 Competitive Pricing

Others
17%

Paytm
30%

ICICI – ibank
8%

Phone Pay
20%

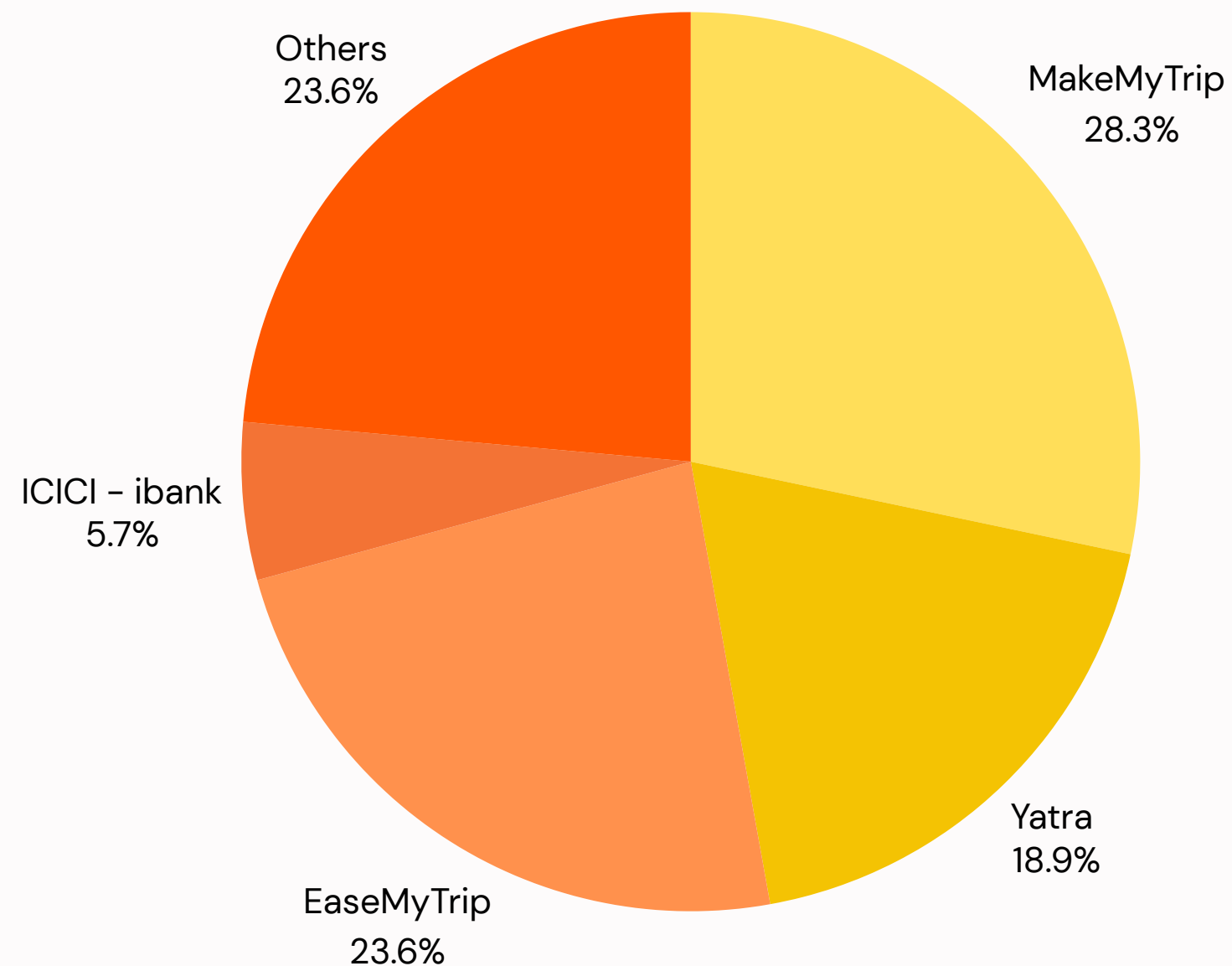Jio
25%

CURRENT MARKET ANALYSIS – FLIGHT BOOKINGS

Indian Market Size (2024): 15.5 million

01 **Competitive Pricing– Dynamic Pricing Models**

02 **Loyalty Programs– Rewards and Points**

03 **Bundled Services – Flight + Hotel Packages**

04 **User Experience and Technology Integration**

Others
23.6%

MakeMyTrip
28.3%

ICICI – ibank
5.7%

Yatra
18.9%

EaseMyTrip
23.6%

STRATEGY

our strategies encompass personalized recharge recommendations, a robust cashback and rewards program, bundled offers with banking services, competitive pricing, a seamless booking experience, and comprehensive post-booking services.

INCREASING MARKET SHARE - RECHARGES

1. Personalized Recharge Recommendations

- AI-driven analysis of user history
- Proactive low balance alerts & best plan
- Expected 20% increase in recharge frequency

2. Cashback and Rewards Programsonalized

- Cashback tiers (1-5% based on recharge amount)
- Loyalty points for future recharges
- Projected 15% increase in retention

3. Bundle Offers with Banking Services

- Discounted recharges with salary account
- Free recharges on reaching savings milestones
- Estimated increase in cross-selling: 25%

INCREASING MARKET SHARE - FLIGHT BOOKINGS

1. Competitive Pricing

- Price matching with top OTAs
- Exclusive discounts for ICICI credit card holders
- Expected increase in bookings: 30%

2. Seamless Booking Experience

- One-click booking for frequent routes
- Integration with user's calendar for travel date suggestions
- Projected 40% decrease in booking abandonment.

3. Post-Booking Services

- Free seat selection and meal preferences
- Automated check-in and boarding pass generation
- Expected 25% rise in customer satisfaction.

SCHEDULE AND DEADLINES

Q3 2024
Launch personalized recharge recommendations and cashback program

Q4 2024
Write another activity, deadline or milestone here.

Q1 2025
Introduce AI-powered chatbot and post-booking services for flights

Q2 2025
Roll out AR features for flight bookings

Q3 2025
Implement blockchain-based loyalty program
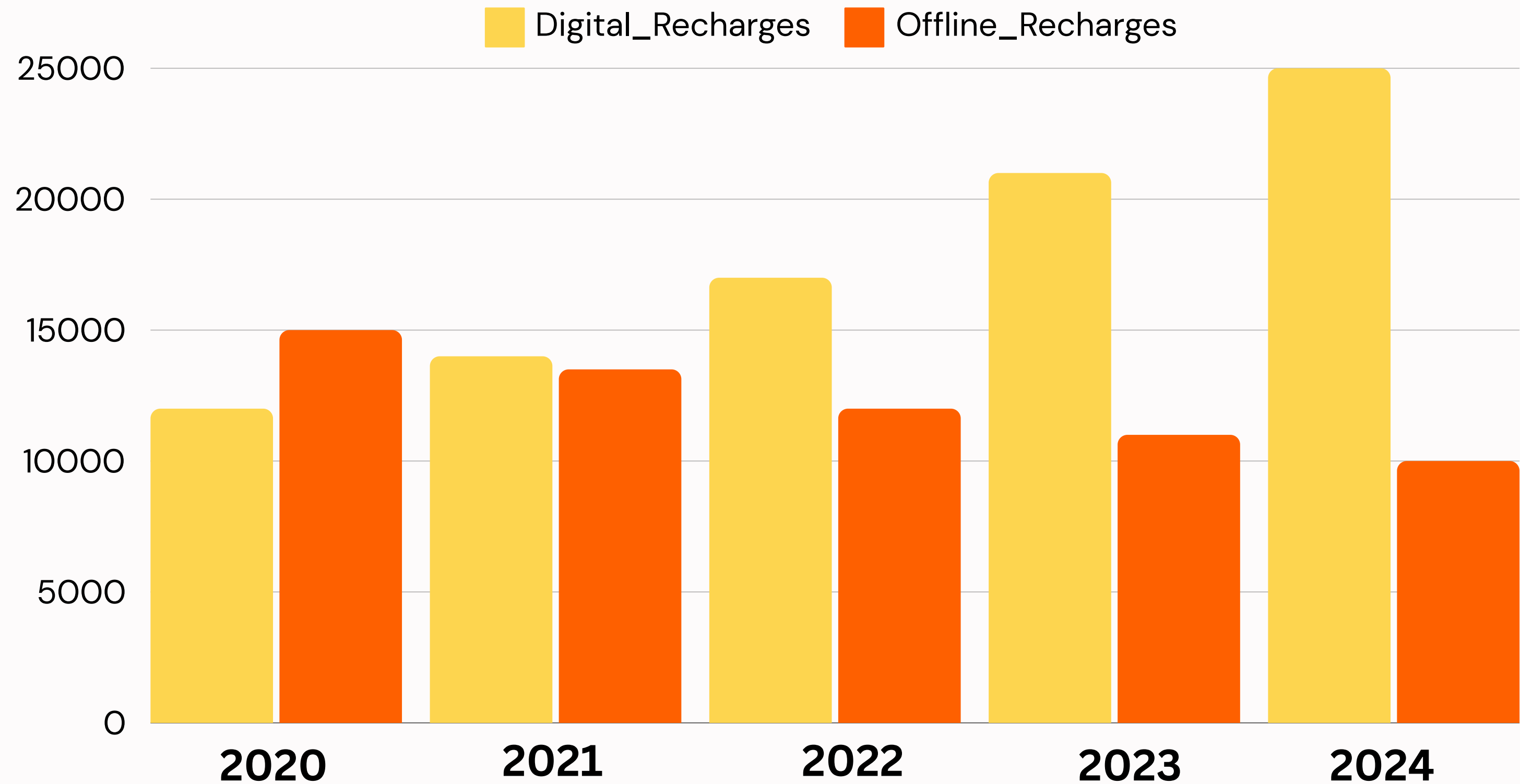
MARKET TRENDS - RECHARGES

Current Trends

- Shift towards digital payments (95% of recharges now online)
- Increasing preference for bundled plans (data + calls + OTT subscriptions)
- Growing demand for flexible, short-term plans

Future Outlook

- Integration of 5G services in recharge plans
- Rise of eSIM technology changing recharge dynamics
- Potential for blockchain-based micro-transactions

Line chart showing growth of digital vs offline recharges

MARKET TRENDS - <u>FLIGHT BOOKINGS</u>

Current Trends

- Recovery of domestic air travel to pre-pandemic levels
- Increasing preference for mobile bookings (70% of all bookings)
- Growing demand for flexible booking options

Future Outlook:

- Integration of AR/VR for virtual seat selection and aircraft tours
- Rise of subscription-based flight services for frequent travelers
- Potential for blockchain in loyalty programs and ticket reselling

Line chart showing growth of mobile vs desktop flight bookings
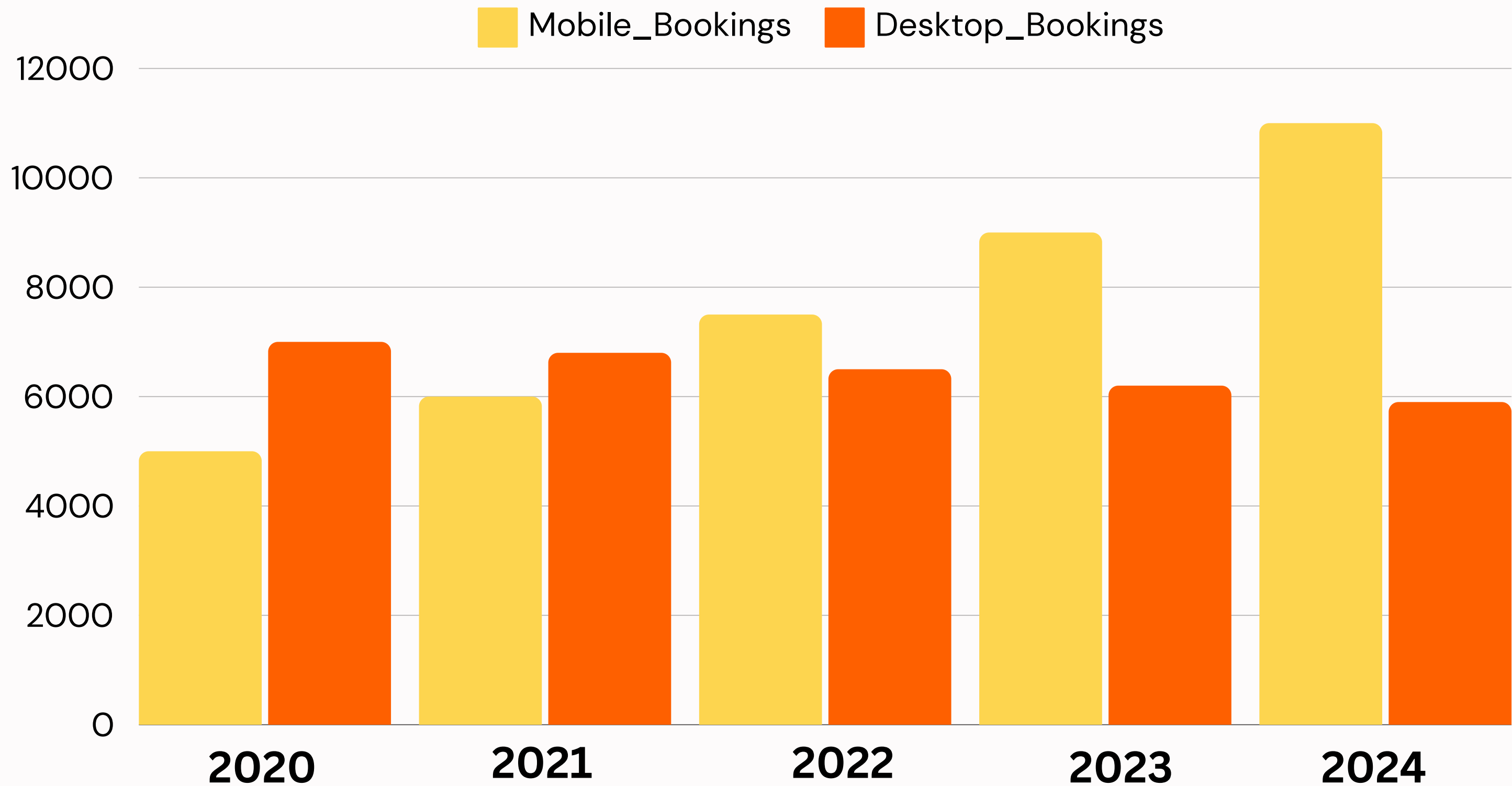
TECHNOLOGY INTEGRATION FOR GROWTH

1. AI-POWERED CHATBOT

- 24/7 customer support for recharges and flight bookings
- Personalized travel recommendations
- Expected reduction in customer service costs: 30%

2. AUGMENTED REALITY FEATURES

- Virtual seat selection for flights
- AR-based airport navigation
- Projected increase in premium seat bookings: 20%

3. BLOCKCHAIN FOR LOYALTY PROGRAM

- Transparent and transferable loyalty points
- Cross-platform redemption options
- Estimated increase in program participation: 40%

PROJECTED OUTCOMES
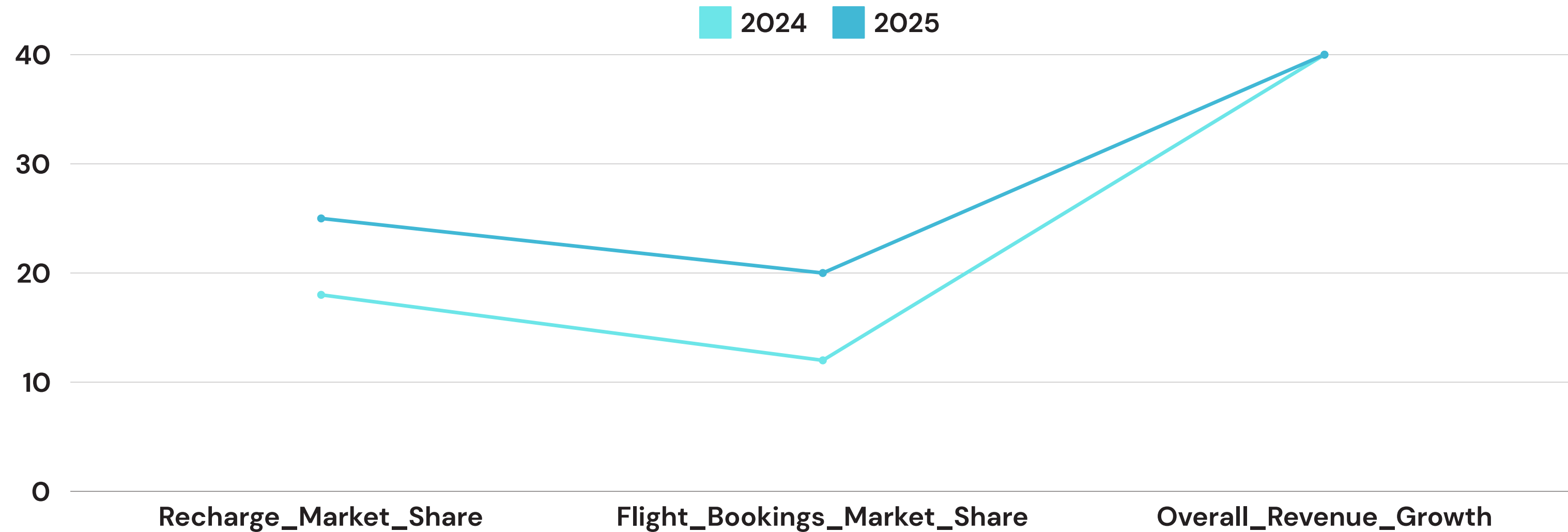
- Recharge market share: Increase from 18% to 25% by end of 2025
- Flight bookings market share: Increase from 12% to 20% by end of 2025
- Overall revenue growth from these services: 40% year-over-year
- Customer satisfaction score: Improve from 4.2 to 4.6 out of 5

THANK YOU