

COMPANY PROFILE



bonton
HOLIDAYS

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2009

- Formation of Bonton, started operations in Ahmedabad, Gujarat.

2010

- Expanded offices in another 7 cities in India.
- Uniformity: Branding concept implemented with uniform office design, colours as well as staff uniform.

2012

- Regular Group Departures to Far East, Kashmir, Himachal & Kerala started.
- IATA accreditation for Mumbai office.
- Training & Development wing initiated.

2013

- Dubai, European & USA group departures launched.
- MICE Team started off serving the corporate houses.
- IATA accreditation received for New Delhi.
- Introduction of Pan-India regular sessions & training programs via webinar.

2014-15

- Accreditation received from Government of India as Domestic Tour Operator.
- Launch of knowledge portal.
- Set-up of HRMS System.
- Expansion of network through numerous franchises.
- Start of Manager Development Program bringing participation through various activities like Lok Sabha & Rajya Sabha.

2016

- Setup bigger infrastructure for expansion of domestic hotel booking/package, development/services and technology development in Noida.
- Added money exchange services and facilities.
- Recognised for "One of the top 100 SME's" by Govt of India, recognised amongst most promising travel brands.

2017

- SATTE 2017: (Feb 2017, Delhi) Excellence in Outbound Tour operations
- Asia One Awards: (May 2017, Dubai) - World's Greatest Brands: BONTON HOLIDAYS, World's Greatest Leaders: PIYUSH PAREKH

2018

- Overall Management Restructuring done.
- Various processes streamlined and automated with development and introduction of In-House IT infrastructure.
- Staff count reduced from 200 to 30 with minimum disturbance to operations. Monthly cost saving increased to INR 40 lacs with the reduction in unutilized staff and unnecessary expenses.
- Underutilized Assets sold off, Office relocated and unnecessary contracts of goods and serviced cancelled to reduce the monthly overheads of the company.
- With heavy investment in IT infrastructure and process in addition to all above measures, ensured the sustainability and fitness of the company to scale up.
- 14 National Awards received in a year

2019

- Received "Travel Genius of the Year" by Genius Indian Achiever's Award (GIAA).
- Expansion and Diversification Plans brainstormed, finalized and made ready for the execution.
- B2B and B2C White label launched to make advance technology enabled our travel partner.

2020-21

- As the impact of Pandemic was severe on the industry, travel was at a halt.
- The company focus was diversified to the White Label program especially designed for the travel agents.
- Complimentary integration of website was given to the interested travel agents across the country to motivate and solicit with our industry colleagues.
- In this grave time, employees were taken care by the management so as to not hamper their emotional and mental well-being.

Advisory Board



Mr. Piyush Parekh

Promoter & Chairman
Bonton Holidays Pvt. Ltd.

Dear Travel Partners,

I wish to thank our travel partners for your continuous support which has enabled us to focus on our strategy of being a leading player in the global travel space, evolving into an integrated Holiday service provider.

The recognitions we receives from within the industry as well as outside is testament to your unwavering faith in us. OTM counts us among the Top 100 Travel Producers in India, whereas IITM recognised us as the best leisure tour operator. Our Duniya Ki Khoj world tour package was declared as the Best International Travel Product, by them too.

All this is possible due to our relentless pursuit towards making travel booking easier and more streamlined for the benefit of our travel partners which is then extended to your clients to your clients with a hassle-free travel experience. Central to this endeavour was the launch of Bonton Online - your online holiday deal market. This isn't just another OTA. While we have integrated the facility to book air tickets, hotels, tours, transfers, sightseeings and entire packages online, with 24x7, 365 days a year support, we have gone a step further All this is possible due to our relentless pursuit towards making travel booking easier and more streamlined for the benefit of our travel partners which is then extended to your clients to your clients with a hassle-free travel experience.

Through our focused efforts and with the continued support from you, I am confident that in the coming year we will add new dimensions to the Group's success and further consolidate our leadership role in the global travel industry. I firmly believe that having talent at all levels, which are naturally linked to innovation, corporate governance, business ethics, commitment and continuous learning, will enable us to outperform and meet our obligations as an organization.

I take this opportunity of thanking all those who have been associated with the Group including our travel agents, end users, employees and all others stakeholders who have extended their support to us. We assure that we shall strive for the best to provide customer delight in all our endeavors.

YOURS SINCERELY,
PIYUSH PAREKH

Advisory Board



Mr. Bhavin Thakkar

Advisory Board Member
Bonton Holidays Pvt. Ltd.

Bonton's passion to match the right traveller to the right destination has helped us to amass over a decade of successful stories in the travel business.

Each traveller is like an extended family member to us. And like family, we understand and anticipate your needs, thus creating your holidays more memorable than ever.

Our professionalism, coupled with a strong personal touch enhances the probability of success at every step. Our goal is to create a long-lasting relationship, which is not just creating pure travel soul, but also it is a boost to global tourism industry.

At Bonton, we understand that overall chemistry between the traveller and the destination. In our commitment to finding the best match, we customize our approach, systems and processes not only from consumer to consumer but also from assignment, all the while keeping underlying principles common.

To ensure success, we believe in roaming around the world with the right values and specialized experience. If you wish to find out more or engage our dynamic solutions, please do not hesitate to contact us. We look forward to have you as a part of the Bonton family

YOURS SINCERELY,

A handwritten signature in black ink, appearing to read "Bhavin Thakkar".

BHAVIN THAKKAR

UAE Thailand
Singapore



Sri Lanka
Malaysia
Maldives

Mauritius

Hong Kong
Macau



Bali
Europe
India

**Bonton is the only holiday company that has
a large fleet of vehicles in Dubai for service fulfilment**



Bonton's Fleet of Vehicles

Vehicle	Nos.
51 Seater Bus	1
15 Seater Bus	1
70 mtr. Yart	1
Rolls Royce	1
Mercedes-Benz GLE	1
30 Seater Bus	1
Toyota Yaris	1
Toyota Previa	1
Peugeot	1
Toyota Corolla	1
Total	10



At Bonton, we try to live by a simple motto: holidays shouldn't be hard. On the other hand, we know there is a lot to get organised before your trip: visas, passports, insurance, transfers, etc. As a full service travel agent we've made it our mission to assist with everything else.



Visa Service



Air Ticket Booking



Hotel/Resort Booking



Customized Holiday Package



Cruise Booking



Foreign Exchange





Achievements & Awards



The company has proven its excellence in service through a series of popular awards, including vendor awards and individual awards.



**Best Leisure
Tour Operator
August 2016**



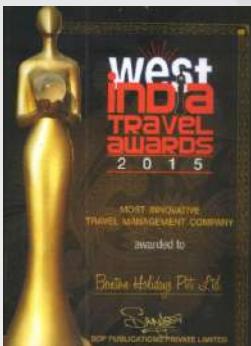
**India Top 100
SME Award
April 2016**



**Best International
Travel Product
July 2016**



**Most Innovative Travel
Management Company
West India Travel Award
2015**



**Most Innovative Travel
Management Company
West India Travel Award
2015**



**Most Promising
New Destination
Award - TTF
Surat**



**OTM India Top 100
Travel Producers
Award 2016**



Indian Achievers Award



**Vendor Award from Ferrari for
market development in the UAE**



**Vendor Award from
Atlantis - The Palm**



**IATA 2016
Certification**



**ISO 9001:2008
certification**

Achievements & Awards

MOST NUMBER OF SATISFIED CUSTOMERS IN A YEAR



TRAVEL GENIUS OF THE YEAR



Next level of DMC platform

Bonton Infotech is offering its agents a new DMC fulfillment system and Software as a Service (SaaS) model, facilitating them with the latest travel technology to be relevant in the changing spectrum of the industry.

TT BUREAU

Keeping pace with evolution in travel booking formats and automation of customer services and back office processes, Bonton Infotech has introduced the next level of Destination Management Company (DMC) platform which apart from regular DMC operations has a Customer Service Fulfillment Module for the ground operations team like drivers, guides, restaurants, etc.

Through this unique module the clients are provided with QR Code enabled service vouchers which can be produced on the mobile phone or a printed copy of the same when presented is scanned by the ground service provider through the Bonton mobile application and updates the system on delivery of the service in real time.

"This will allow hassle free and seamless delivery of services, eliminating the manual errors and communication gaps. Coming versions will also have a system of Client Rating against each service that will help improve services and an Agent Dashboard that will help travel agent to view status of services rendered to their clients," says Syed A Asim, Executive Director, Bonton Infotech.

The company has also introduced the SaaS (Software as a Service) based technology platforms which essentially entails paying a small subscription fee per usage basis for travel agents. This is possible due to adoption of latest technology stack and cloud enabled systems. "Pay per usage of software is becoming more important than installing full-fledged systems from the various providers. The



Syed A Asim
Executive Director
Bonton Infotech

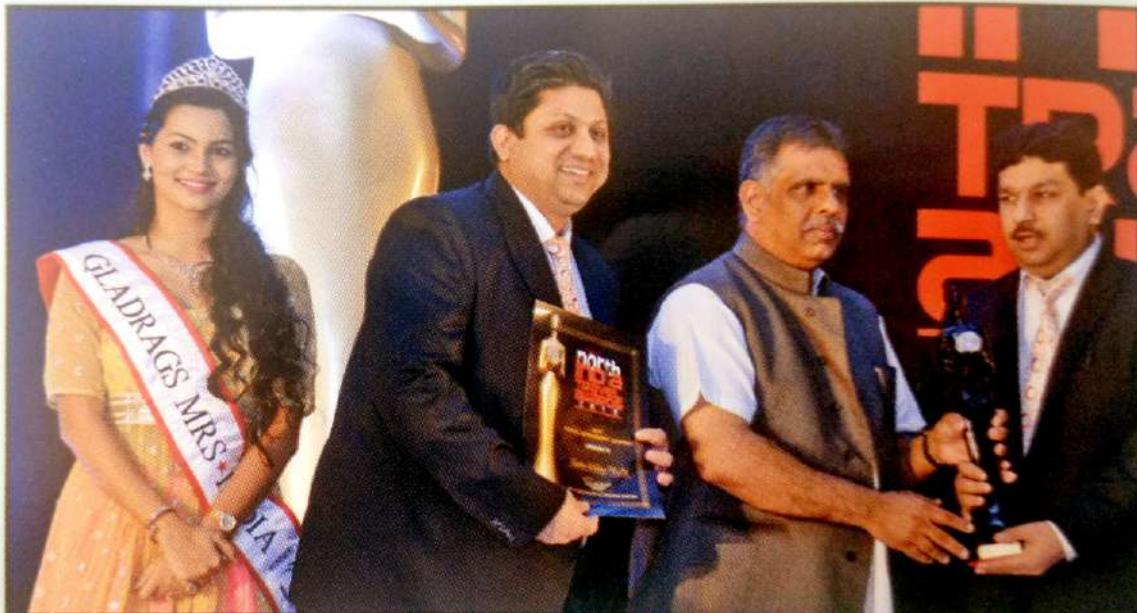
agents can pay per use of the services without the hassle of hardware, security and heavy installment costs. Agents are moving towards providers for an ecosystem of complete solutions and not stand-alone technological assets," he adds.

According to Asim, as of today, 85 per cent of the travel business takes place through offline agents while only 15 per cent is contributed by online bookings. Customers want informa-

tion to be on their tips and thus it is necessary that the agents should be abreast with the latest happenings in the technology spectrum, he explains. "While technology will play its important role, clients in India will still depend on the personal touch of the service provider, as and when needed. This will require a strong integrated system at the back-end for the seamless service delivery experience," adds Asim.

Bonton Infotech is one of the pioneers in **SaaS travel solutions** in India. Our flagship SaaS solution is an aggregation of multiple travel and hospitality services on a desk with a proven Multi-tenant architecture that supports multiple clients in a single instance.

► BEST TRAVEL MANAGEMENT COMPANY



The award was given to **Bonton Holidays** and received by its Regional Sales Head B2B, **Pradeep Agrawal** and Executive Director, **Sayed A Asim**

Bonton Holidays has been recognised by the World Travel Awards as the Leading Travel Management Company across most areas of the company's network. The World Travel Awards recognise companies within the global travel industry for service excellence and contribution to the industry during the 12 months of travel services provided to commuters.

WE INTERACT FOR BETTER

OTM - Mumbai



SATTE - Delhi



TTF - Mumbai



TTF - Lucknow



TTF - Pune



Event

TTF - Ahmedabad



Arabian Travel Mart 2018 UAE

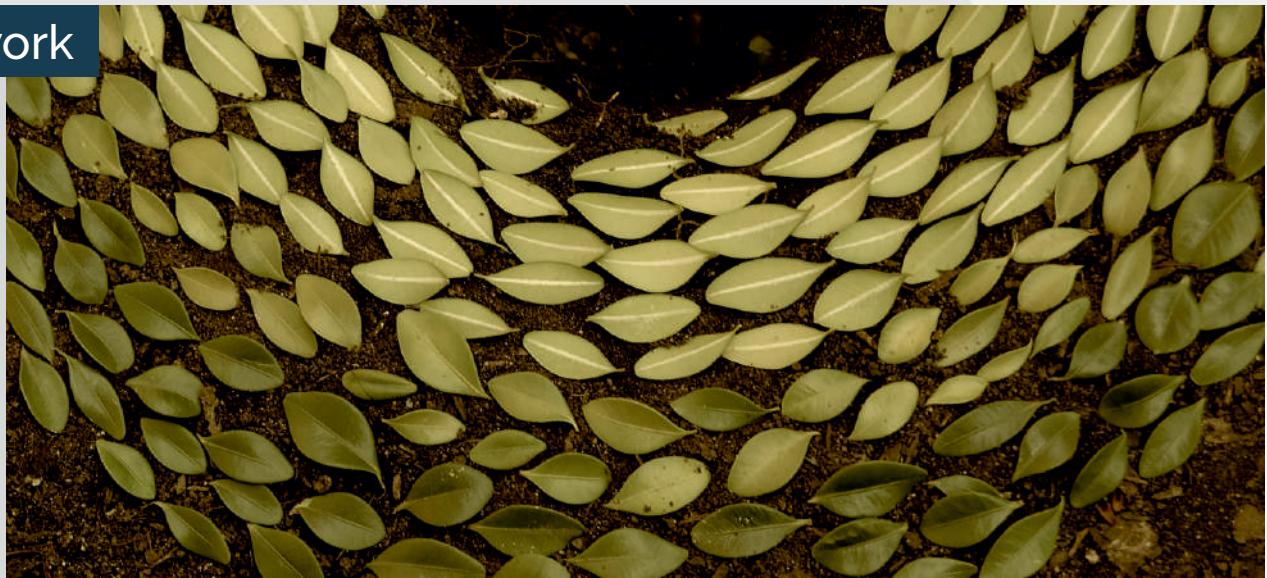


South Asia Travel and Tourism Exchange

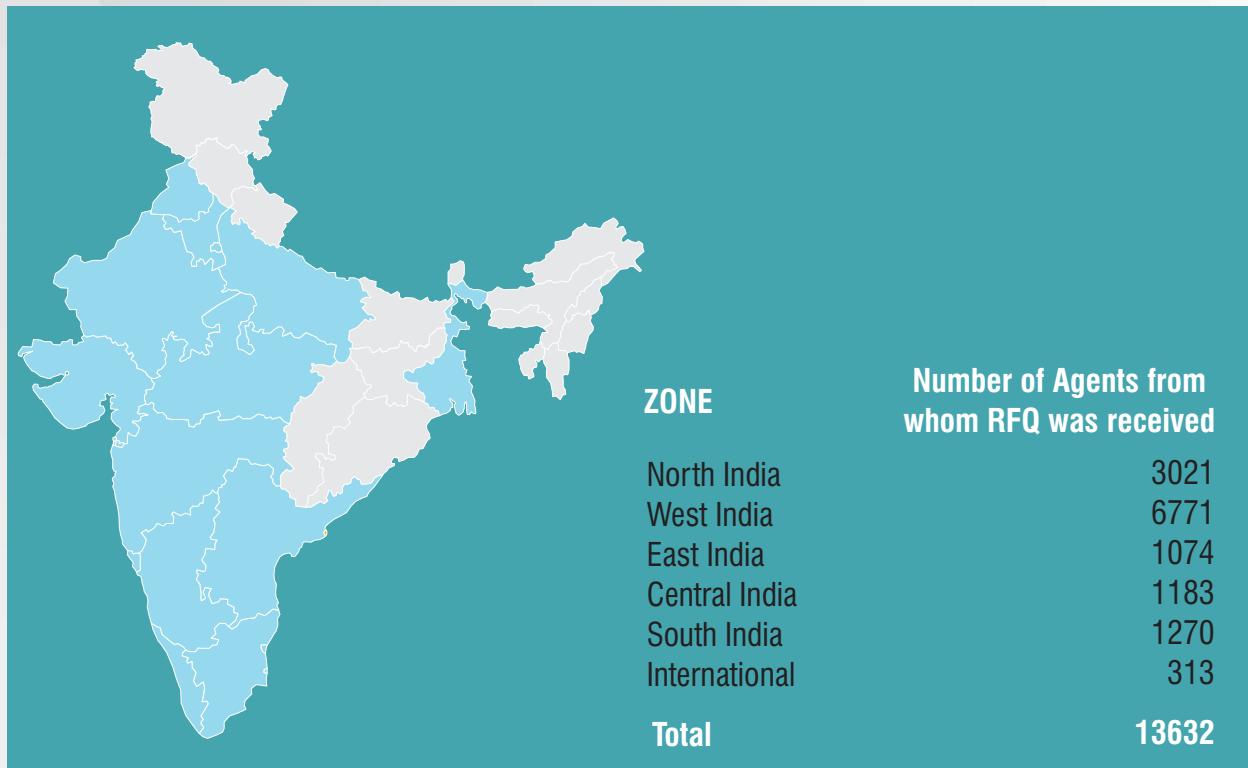


B2B TRAVEL PORTAL LAUNCH





**Bonton's pan India presence has aided
the growth of its agent network**



This demonstrates the strength of Bonton's distribution channel

**States from where over 1,000 agents
have requested for quotes since inception**

WHY BONTON FRANCHISE ?

- Robust Marketing/Advertising Support
- Unbeatable 24x7 Customer Support
- Highly dynamic Sales Team
- Super Convenient Sign-Up Fee & Security Deposit
- Training Programs by Market Expert
- Standard & Centralized System-Operating-Process
- Store is owned and operated by Franchisee
- World-Class Online B2B Travel Portal (One Stop Solution)



Diwali Celebration



Ganpati Puja & Visarjan



Navratri Celebration



Independence day Celebration



Social Involvement

Apart from travel professionals, we also land happiness to those who needs it most...

bonton™ HOLIDAYS LET'S GO PLACES

WORLD ENVIRONMENT DAY 2016 "Celebration"

Corporate **Noida** **Rajkot** **Kolkata** **Pune**

MAKE A DONATION
Large or small, one-off or every month, every donation makes a difference.

We are born
with the ability to change someone's life

It's about making a difference!!!

ST. CATHERINE'S HOME
www.stcatherineshome.org

It's a HOME -
Where LOVE and LIFE flows and where each child GROWS to become who she is - A BRIGHT STAR!

It's a HOME -
Where our heart will make a difference,
Our charity will help them to fulfill their needs,
our presence will help them understand the world around,
which they cannot reach easily.

It's a HOME -
Where our heart will expand; yes, the children will help us realize who we are and we will count our blessings.

Let us all together as Bonton Family Initiative to assist this Orphanage.

It's a great pleasure to announce & organize a Donation camp for an Orphanage called **ST.CATHERINE'S HOME** located at Andheri.

We all can donate a part of our daily necessities and day to day needs for a better standard of living such as Food, Clothes, Cleaning Materials, Tideties, Gifts etc. for the orphan and make them feel special.

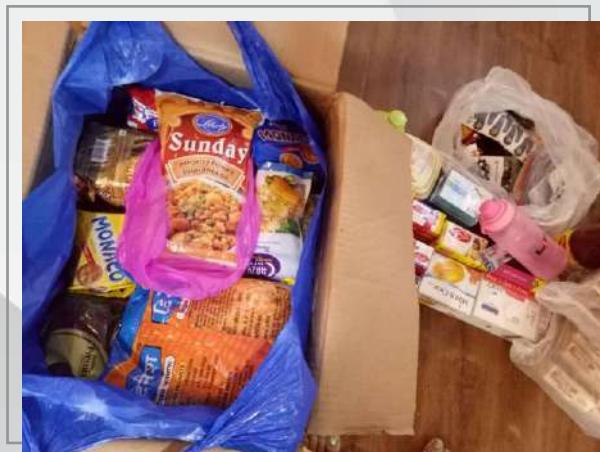
Your valuable act of a Generous donation will provide a support to these girls to go along with their natural skills & Motivations.

Three daily requirement list is enclosed with this mail for your reference.

You may submit your Donation with HR till **16th March 2017** & We Together will accommodate your donation at Bonton Corporate Office & the same will deliver to St. Catherine Home by visiting with a group of Volunteers from every Department (Group of 10-15 employees) (HRD will nominate their team volunteers). The date of visit will get determined later.

Let us all make this gathering memorable & hope to see your active participation.
For this request each one of you to participate for a good cause by making whatever contribution you seem fine like us the same would help them a lot to lead healthier & happy life.

Let's together give back to the society !!!!!!!



Testimonials

Abhishek Vaish

Your team made us feel at home. no words to describe hospitality. Every day was unique and pleasant. Really appreciate the concern about your customers. Good Luck to all of you!



Dubai Delight , March - 2017

Asavari Pradhan

Dubai being my fav destination for my holiday, it was a wonderful experience. The staff, the hospitality AT Bonton was too good. No words to describe the hospitality, the care that was taken for us. Keep it up and continue with the good work!

Dubai Delight , July - 2017



Ashok Rajamanickam

My Dubai trip with my wife was awesome, rooms were great, the pick up and drop of the vehicles were on time, very punctual, food was amazing, overall a great trip organized by Bonton Tours!



Dubai Delight , Oct - 2017

Gayatri Dev

I have travelled with Bonton quite a few times. Thank you for the hard work and your great efforts taken to make every trip of mine memorable.

Eastern Europe , May - 2017



Kunal Agarwal

My experience with Bonton was overall a pleasant experience. Ile aux Cerfs was very nice, Resorts were pretty good. The hotel quality was good, the knowledge of the tour manager...



Beautiful Baku , January - 2018

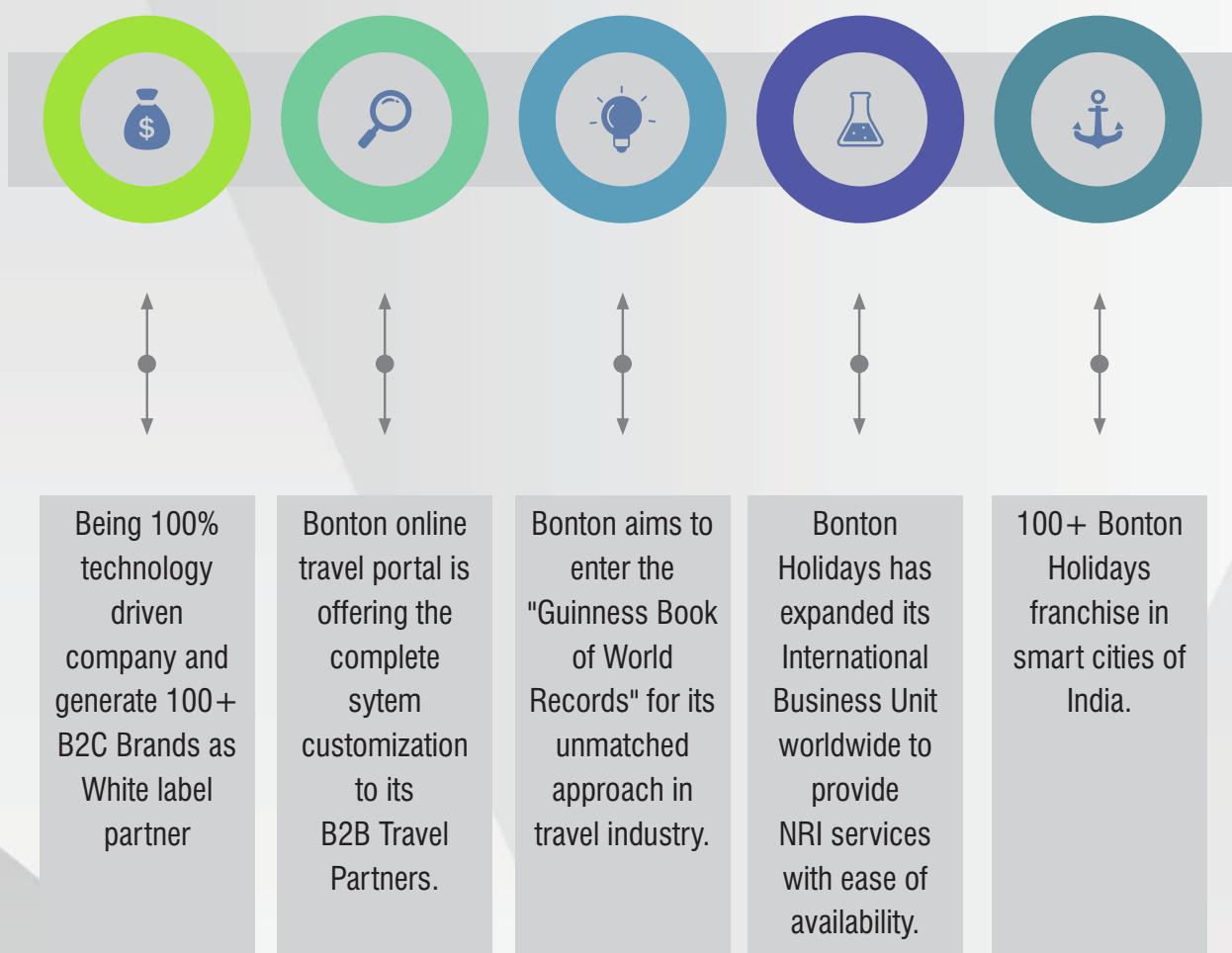
Karun Kumar

We had a wonderful time at Mauritius. Hotel, travel arrangement everything was excellent. Mauritius is the honey moon destination for most of the newly married couples.

Mauritius Tour , February - 2018



Scalability Vision Plan



Being 100% technology driven company and generate 100+ B2C Brands as White label partner

Bonton online travel portal is offering the complete system customization to its B2B Travel Partners.

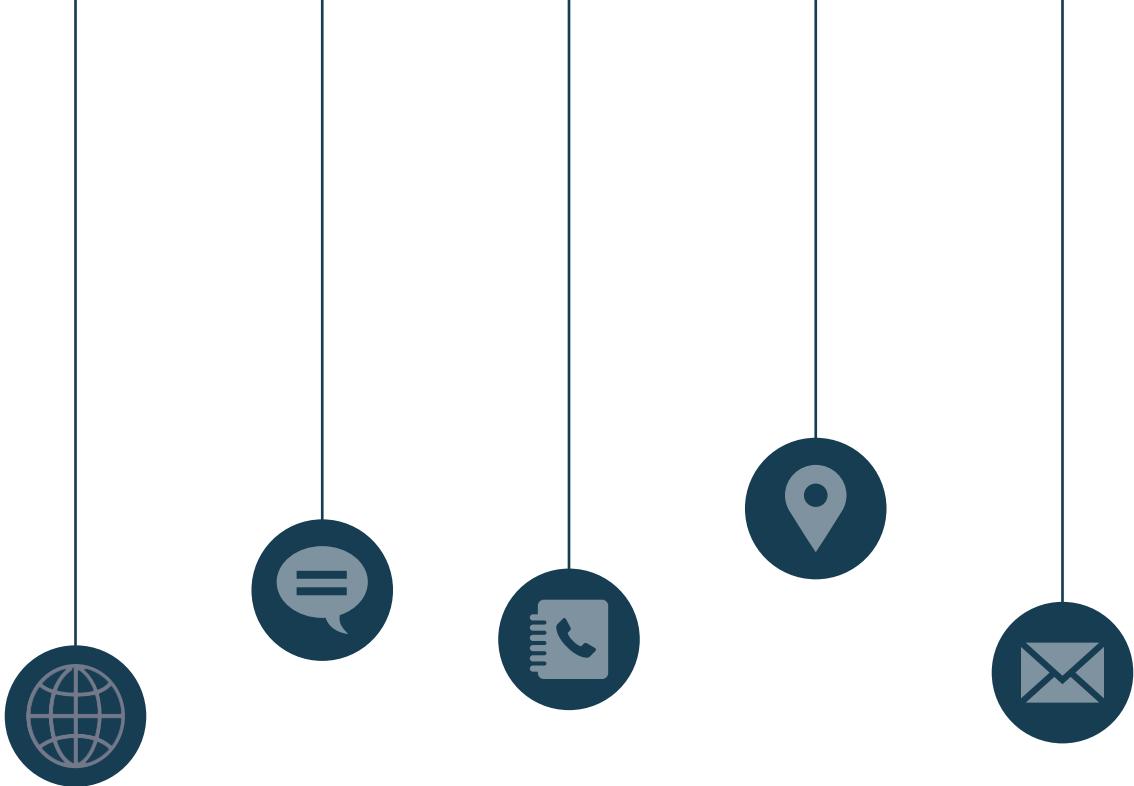
Bonton aims to enter the "Guinness Book of World Records" for its unmatched approach in travel industry.

Bonton Holidays has expanded its International Business Unit worldwide to provide NRI services with ease of availability.

100+ Bonton Holidays franchise in smart cities of India.

THANK
you





bonton HOLIDAYS

CORPORATE OFFICE

MUMBAI

B1-401, KANAKIA BOOMERANG, YADAV NAGAR,
ANDHERI EAST, Chandivali, Mumbai, Mumbai Suburban,
Maharashtra - 400072

INTERNATIONAL OFFICE

UAE

07-108, 5B Hind Plaza, Deira Waterfront Properties,
Gold Souk, Deira, Dubai-UAE / PO Box : 113652