



ghumiya.com

your one-stop holiday shop



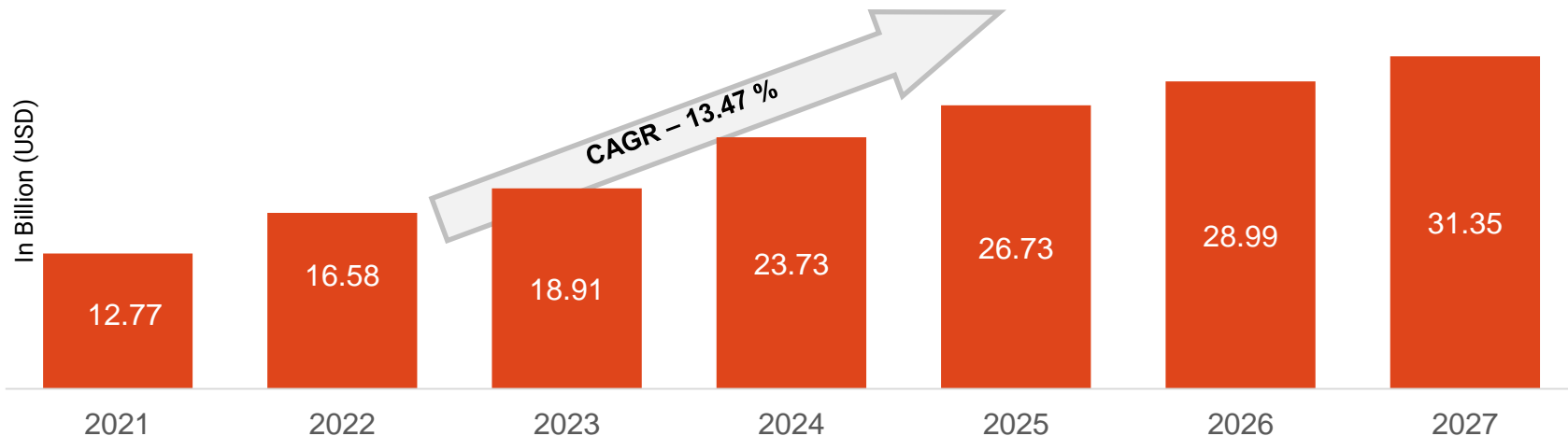
About ghumiya.com

- ★ Ghumiya.com is an end-to-end experience led travel management company.
- ★ We at ghumiya.com collaborate to help design, curate & handpick the most sought after, **indigenous & off-beat destination** in India or abroad for you and your loved ones.
- ★ All you need to do is just let us know your preferred destination choice, your budget range, any special requirements and leave the rest to us. We shall provide customized solutions as per your preferences & interests. So whether you are looking for a solo trip, an all-girls trip, a family vacation, a romantic escapade, some senior citizen's gala or a corporate get-together to an off-beat destination, inclusive of accommodation, sightseeing, transfers, flights, cruises, meals, visas. You can just relax & simply rely on us.
- ★ Any occasion you have we can turn into an amazing experience.



Travel & Tourism Trend

India Travel Volume Transactions, 2021 - 2027E



Key Takeaways

- Revenue in the Travel & Tourism market is projected to reach US\$18.91bn in 2023
- The market's largest segment is **Package Holidays with a projected market volume of US\$8.33bn in 2023**
- 41 % of the total of total revenue will be generated through offline sales by 2027.
- 52% of the travel business is dominated by offline travel agents

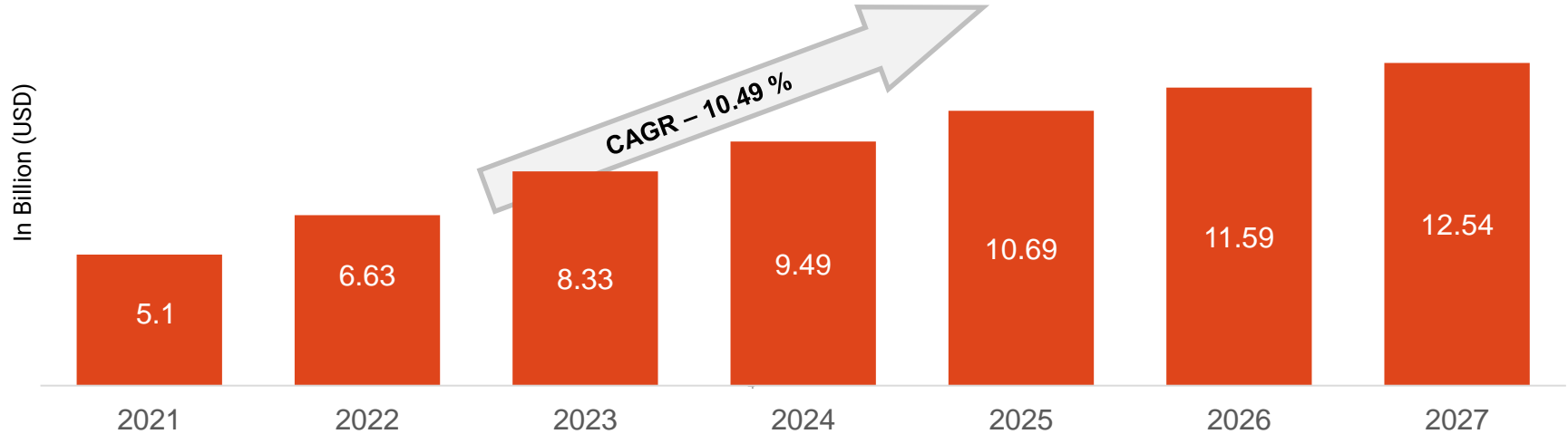
Source – Statista, 2021





Holiday Packages Market

India Holiday Package Transactions, 2021 - 2027E



Key Takeaways

- In 2023 - 44% of the total revenue will be coming from Holiday Packages only.
- In the Package Holiday segment, the number of users is expected to amount to 51.73m users by 2027.
- 69 % of the total Of total revenue will be generated through offline sales channels by 2027.
- The average revenue per user (ARPU) is expected to amount to US\$198.60

Source – Statista, 2021, Reedseer Consulting Report, 2022



Summary of key takeaways from market background understanding



Trends

Key Insights

1

Tours with groups are on the rise & complex to plan

75 % of the holidaymakers in the near future to be in the 30 to 50 years of age group & prefer to travel in groups. This indicates more likelihood of couple and family travels' share increasing in the market. Trips for groups tend to be complex, so online travel agents have difficulty planning them.

2

Holiday Packages requires customization & personalization

Unlike online travel agents, offline travel agents can offer tailor-made packages depending on the customer's needs.

As online travel portals work with suppliers on the ground, they lack customer engagement & can't provide immediate solutions when something goes wrong during a trip.

3

Investing in better experiences is what people want to do

There is a greater rise in the segment of people willing to spend more to get better services and experiences compared to the budget conscious travelers.

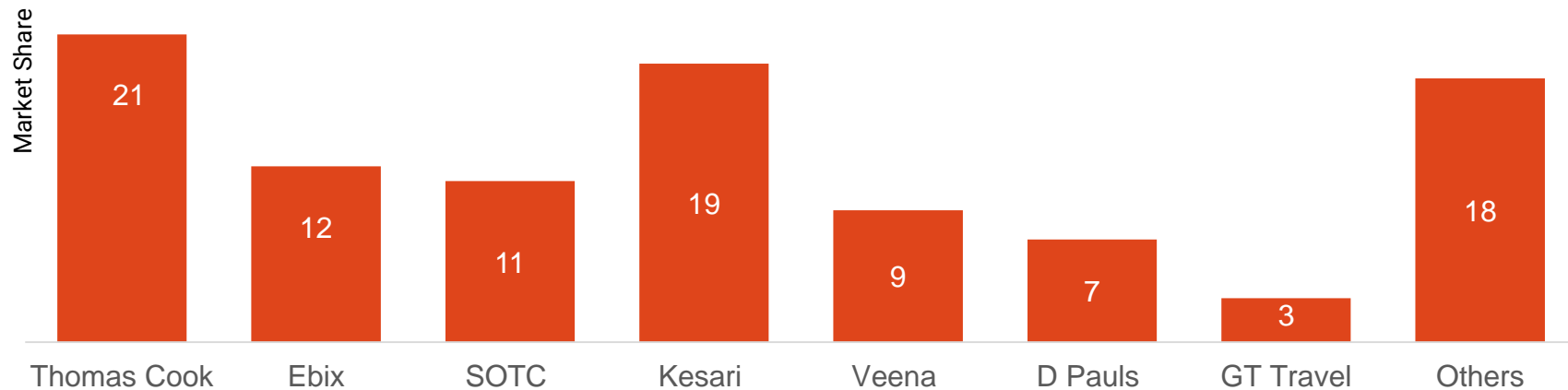
Online travel agents setups are not so organized for planning holidays & lacks in offering expert services.

Source – Travel clan Survey, July 2021





Competition Mapping



Key Takeaways

- Kesari & Veena are purely into offline D2C player
- Thomas Cook, Cox & Kings & SOTC are B2B with less than 10% of their business coming from B2C
- D Pauls has good presence both in B2C & B2B
- Others – represents regional & state level players

Source – Statista, 2021 & Team research



With CAGR of 10.49 % offline holiday package market size will be 12.54 billion USD



Best in Class Service Provider

Be a leading service provider and aggregator for multiple travel related businesses with a clear focus and drive to become a Omni Channel travel player.

Technology Driven-Virtual Vacation

*Adapting to changing technologies by constantly implementing new and advanced technologies like **VR experiences & lounge experience at the store.***

Become largest D2C offline player in India

"your one-stop holiday shop"

Impact Led – Shemale & Sr Citizen Store

Create & empanel employees disenfranchised by society. Senior citizens will direct these stores with assistance from Shemales.

Promoting Indigenous Tourism

ghumiya.com was formed to promote indigenous tourism and offer offbeat experiences. The store will promote unconventional tourist destinations both domestically and abroad.





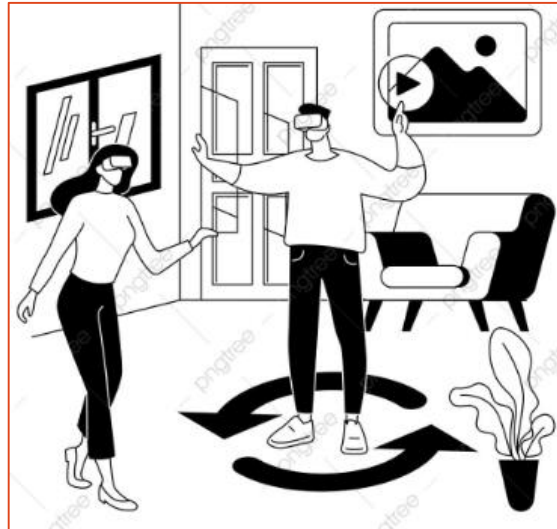
Model – Company owned & company operated (COCO) retail & flagship stores

Long-tail
COCO
Ghumiya.com
retail stores



Retail Store

- 50 Square feet area
- Store will be managed by 01 staff
- All the store will report to flagship store (5:1)



Flagship Store










- 1-2 Store in city
- With 100-150 square feet area
- Create & empanel employees disenfranchised by society. Senior citizens will direct these stores with assistance from SHEMALES.
- Store will be equipped with VR tech to offer world class experience .

Benchmarks/Competition



Business Canvas: COCO model



Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
<ul style="list-style-type: none"> Flight aggregators Destination management companies Transport service provider Indigenous tour operators Properties in offbeat locations Freelance holiday planners BNPL partners PG partners 	<ul style="list-style-type: none"> Holiday planning Travel insurance Visa assistance service Forex card 	<ul style="list-style-type: none"> Your one-stop holiday shop Virtual Vacation through flagship store. Special packages for sr citizens Special indigenous tours – like Hornbill festivals 	<ul style="list-style-type: none"> 24*7 service during the trip Quick setup and long term relations Referral program Volume discounts Transparency in pricing 	<ul style="list-style-type: none"> Sr Citizens Family with age groups between 30 -50 years age Honeymoon couples
	Key Resources  <ul style="list-style-type: none"> Trained store staff Destination experts Field operations team Accounts & finance team Tech team 		Channels  <ul style="list-style-type: none"> Sr Living Housing (Antara Senor Living) Wedding Planners & Shadi.com Partner advertisements 	
Cost Structure  <ul style="list-style-type: none"> Customer acquisition costs- Store Cost Partner acquisitions cost Employee cost Equipment Cost –VR Referral Fee 		Revenue Streams  <ul style="list-style-type: none"> Transaction commissions Service fees Revenue from VR experience at flagship store Insurance & VISA services 		





The 3 phase strategic roadmap & investment ask

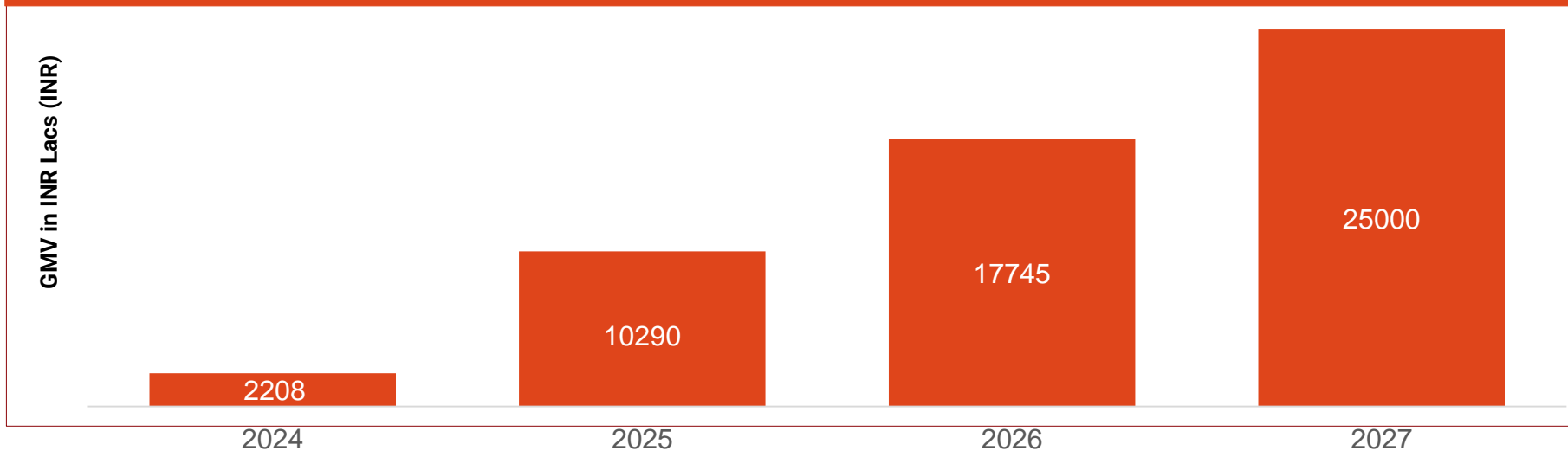
Action Plan	0-12 Months	12-36 Months	After 36 months
	Build	Grow	Lead
Vision	Numero uno player in Pune	Numero uno player in Maharashtra	Numero uno player in West
Potential Steps	<ul style="list-style-type: none">14 retail stores & 03 flagship store100 tripsGMV 22 Cr	<ul style="list-style-type: none">28 retail stores & 7 flagship store500 tripsGMV 100 CrIn-house domestic outbound team	<ul style="list-style-type: none">40 retail stores & 10 flagship store1500 tripsGMV 175 CrIn-house international outbound team
Valuation	22 Cr	100 Cr	175 Cr
Capital Required	INR 1 Cr for 5% of equity with payback time after 30 months		



Projected Revenue



Current & projected growth 2024 – 2026 E



Key Points

- In 2023 – we have done 0.90 Cr of revenue without a single store.
- In 2024 - With 17 stores & 35 lacs average business , in we will be in position to cross the 22 cr GMV
- The average revenue per user (ARPU) is expected to amount to INR 17000 with average ticket size of INR 1,00,000
- Gross margin is 18% & net margin is 10%



Team



Alka Goswami–Founder

‘Human Resource Expert’

Alka has more than 7 years of expertise in human resources & entrepreneurship. Alka manages customer services & field operations.

Ex Founder - Offbeat Roads India & WomenCare
Zrupee– Founding Team Member



Shashi Parvat –Founder

‘Product Delivery & Strategy Expert’

Shashi has more than 15 years of international expertise in Payments, Fintech & Insurance. Shashi manages vendors relationship & new business.

Ex Founder – Zrupee, Offbeat Roads India
DhaniPay– Founding Team Member





Thank you!

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CORPORATE WEBSITE — www.ghumia.com