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INTRODUCTION

Sankalp Agarwal CEO & Co-Founder		**Prabhat Gupta** Co Founder & CTO	
Sanchit Garg Co-Founder & Advisor		**Kartik Bakshi** VP, Sales & Opeartions	
Vishnu Khandelwal VP, Sales & Operations		**Sanjeev Misra** Chief Operating Officer	
Rohit Garhwal VP, Sales & Opeartions		**Amit Chand** CFO	

• In the year **2011**, they came up with **Travel Triangle**, a holiday marketplace that helps travellers book **personalised trips** at the best prices by connecting them to travel agents local to the destination.

• Headquartered at **Noida**, Travel Triangle today operates with a team of over 300 people and a bouquet of 600+ holiday planners across the globe. Its content attracts around **14 lakhs visitors** on its website every month and serves travellers from 60 countries.

• The process involves bringing both the travellers, and trusted local and expert travel specialist on a **common platform**. The travel specialist works along with the traveller and plans the itinerary by understanding the traveller's need and then customises it.

20 Lakh+	650+	65+	97%
Travelers monthly visiting us	Network of expert travel agents	Destinations served worldwide	Positive quotient by travelers

HOW IT WORKS?

It is a platform connecting worldwide travellers with multiple local & expert travel agents. Travellers can **request or choose, personalize and book** the best travel packages created as per their taste & need.

The aim is to satisfy our travellers by providing fully customized packages and ensuring open and fair transaction for all.
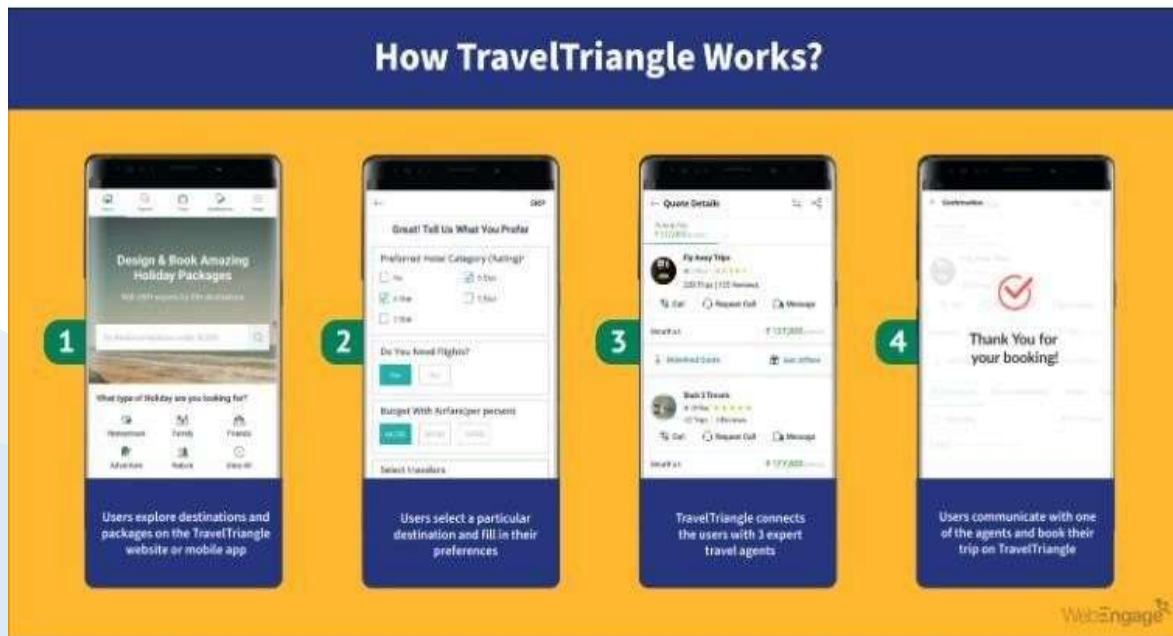
It built a **SaaS-based customer relationship** management (CRM) platform to help them manage and analyse customer interactions and data, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

DECODING THE PRODUCT ECOSYSTEM

1.Project U'TT'opia
Understanding the traveller profile and his/her needs along with the additional destination context becomes fundamental to shapes the user journey by defining the next Action Item, which can be a mix of online or offline touch points.

2.Experimentation Platforms
Once you understand the implicitand explicitneeds of the traveller, experimentations platforms are set in-place to see whatever content you are experimenting is working for the traveller or not. It forms the litmus test for all your hypothesis. There are tons of experiments running on these platforms every day.
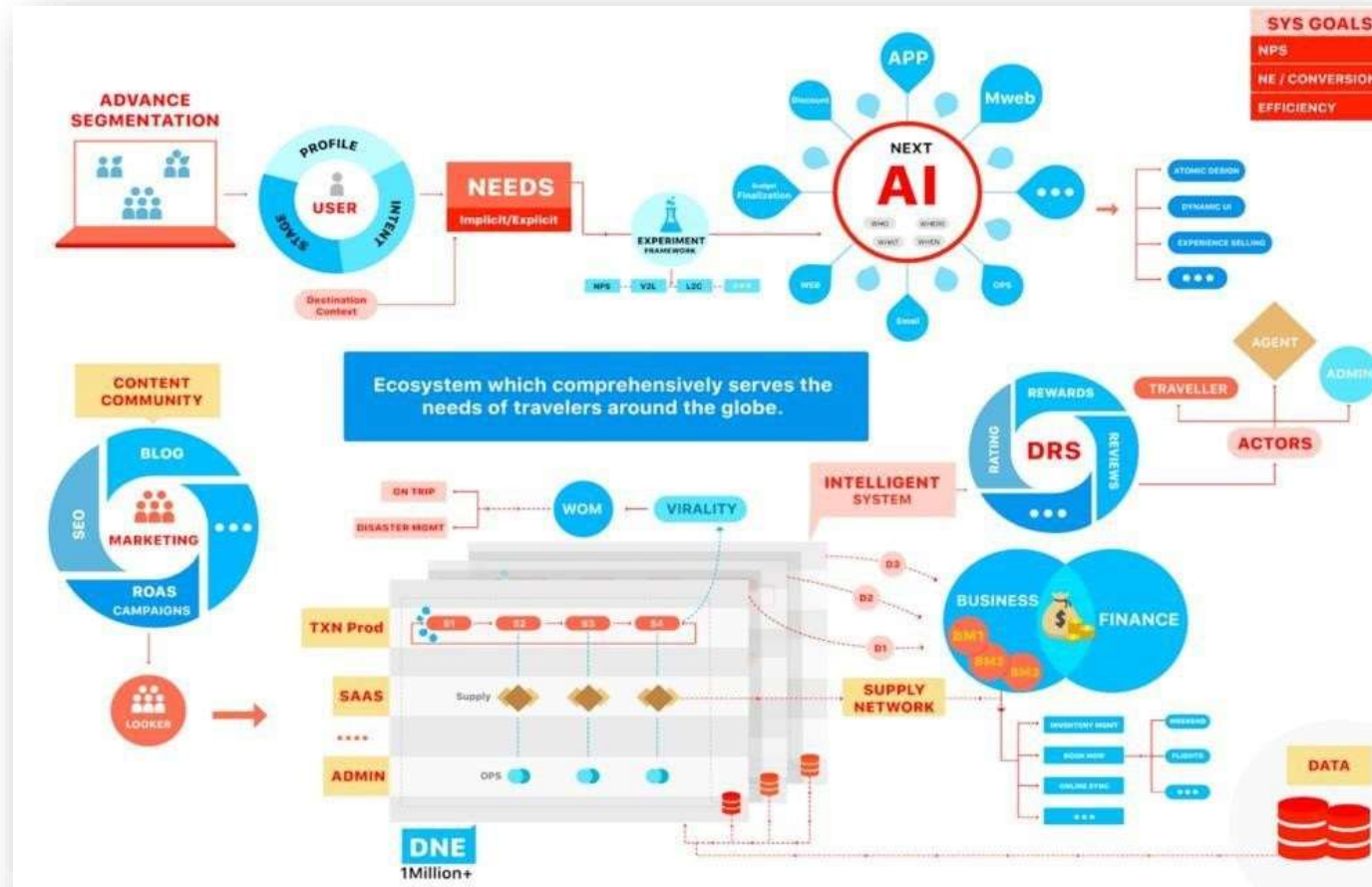
3.Marketing, SEO Products and Blog.
Travel triangle constantlystrives getting more and more audience organically and to reduce
Marketing as a %age of GMV to create a sustainable business. In order to achieve this we keep optimizing our
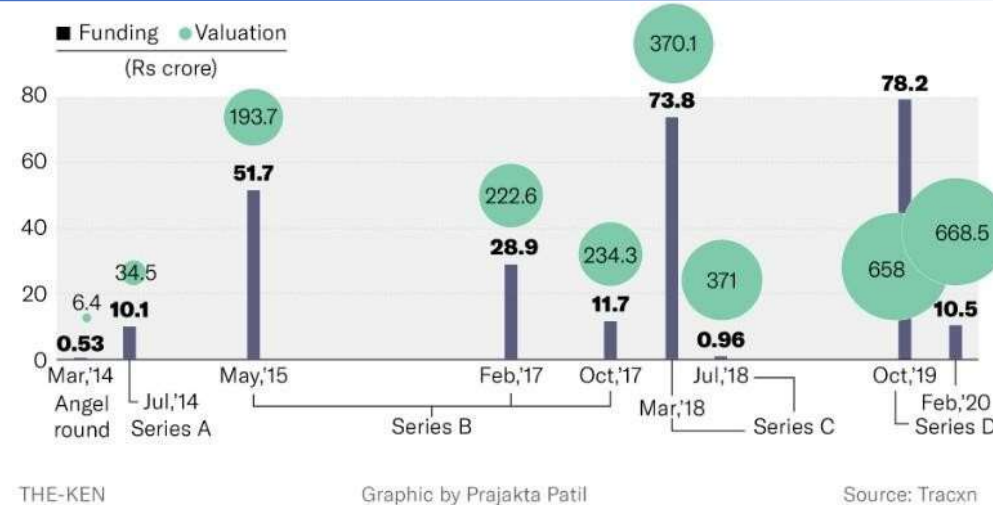•SEO products
 Blogs

4.Transaction platform (Web, Mobile-web and Apps).
How do you create a seamless holiday booking flow for the travellers ? How do you hook the travellers so TT becomes their goto app for any future holiday need?

FUNDINGS

Cashing in

TravelTriangle has seen significant interest from marquee VCs who have helped it raise over $47 million so far

■ Funding ● Valuation
(Rs crore)

370.1

78.2

193.7

73.8

51.7

222.6

668.5

234.3

28.9

658

371

34.5

6.4   10.1

11.7

10.5

0.53

0.96

Mar,'14 — Jul,'14   May,'15   Feb,'17   Oct,'17   Mar,'18   Jul,'18   Oct,'19   Feb,'20
Angel   Series A   Series D
round   Series B   Series C

THE-KEN   Graphic by Prajakta Patil   Source: Tracxn

01

Angel Round
It raised **$200K** in pre-Series A funding in March 2014 .

02

Series A round
It raised **$1.7 million** in pre-Series A funding in July 2014 from **SAIF Partners**.

03

Series B round
It received a total of **$18 million** in Series B funding from **RB Investors and Bessemer Venture Partners**.

04

Series C round
It raised **$12 million** from **Fundamentum** in March 2018.

05

Series D round
It received **$16 million** from **InnoVen Capital Fundamentum and KB Global**.

MARKET DYNAMICS

Latest update: June, 2020

Robust Demand
- By 2029, India's tourism sector is expected to grow 6.7 per cent to reach Rs 35 trillion (US$ 488 billion), and accounting for 9.2 per cent of the total economy.
- International tourist arrival in India is expected to reach 30.5 million by 2028.

Attractive Opportunities
- India has a diverse portfolio of niche tourism products – cruise, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism

Policy Support
- The Government of India will develop 17 iconic tourist sites in India into world-class destinations as per Union Budget 2019-20.
- Campaigns such as Swadesh Darshan, a theme-based tourist circuit was launched to harness the tourism industry's potential.

Diverse Attractions
- India offers geographical diversity, attractive beaches, 37 World Heritage sites and 10 bio-geographic zones.
- The country's big coastline is dotted with several attractive beaches.

ADVANTAGE INDIA

Note: MICE – Meetings, Incentives, Conferences, and Exhibitions

Total contribution of travel and tourism to GDP in India from 2013 to 2028 (in billion U.S. dollars)*

Year	Value
2013	113.2
2014	125.21
2015	129.49
2016	208.9
2017	234
2028*	492.2
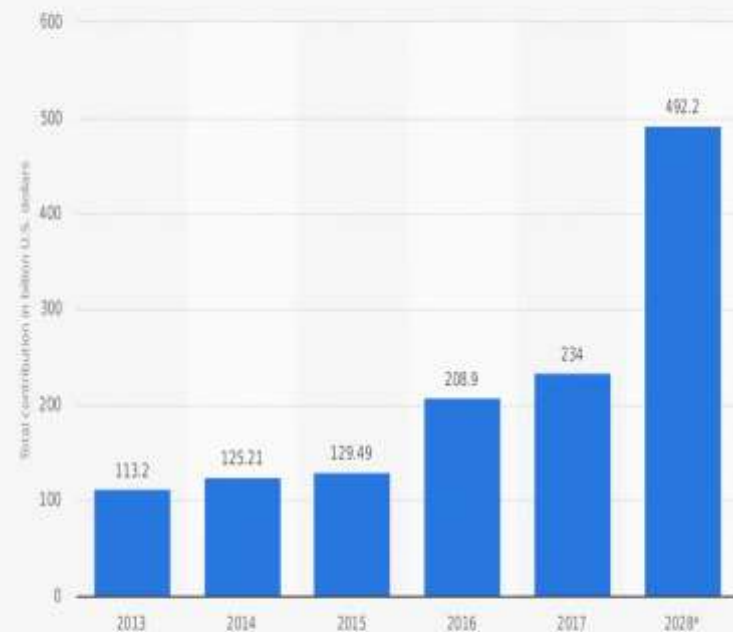
Source
WTTC
© Statista 2018

Additional Information:
India; WTTC; 2013 to 2017

MARKET ANALYSIS

- Currently tourism is contributing **6.7% in India's GDP**. From the diagram we can infer that the tourism industry is **expected to grow** and it will contribute **$490.2 billion in India's GDP by 2028**.The new **additions in the tourist attractions** will flourish tourism as decided in Union budget 2020.**Campaigns** organized **by Indian Government** will also attract tourists round the globe.
- Established in 2011, **Travel Triangle** has bagged a total of **$47.7 million funding** which is constantly used to better the technology used behind the Startup. In **FY18**, despite 59.89 per cent increase in revenue, going up from Rs **14.06 crore in the previous fiscal year to Rs 22.48 crore**, the company failed to control its losses, which took a **jump of 6.41 per cent**, increasing to Rs **39.84 crore** from being **Rs 37.44 crore in FY17**. **Revenue for the Calendar Year 2018 stood at USD 4.64M up from 2.61M in the Calendar Year 2017**.

Operating Revenue	INR 1 cr - 100 cr
EBITDA	-19.77 %
Networth	-63.47 %
Debt/Equity Ratio	1.56
Return on Equity	-193.44 %
Total Assets	-12.99 %
Fixed Assets	54.48 %
Current Assets	-14.71 %
Current Liabilities	129.76 %
Trade Receivables	259.80 %
Trade Payables	256.04 %
Current Ratio	1.91

COMPETITORS

	Travel Triangle is a company that enables travel enthusiasts to reserve a personalized holiday plan with a local travel agent.	Yatra Yatra online offers a booking service that enables individuals to find and book flights, hotels and holiday packages	MakeMyTrip MakeMyTrip is an online travel company which provides a range of travel products and services.	ixigo.com Le Travenues Technology operates through ixigo.com - an online travel search and planning website
Founding Date	2011	2006	2000	2006
Employees	715(2% decrease)	2,514	3,051(11% decrease)	179(1% increase)
Valuation ($)	N/A	44.2 m	1.7 b	N/A
Twitter followers	4.8 k	63.3 k	108.3 k	22.8 k
Number of tweets (last 30 days)	225	443	2	724
User Rating	3.6	3.8	3.9	4.1
Total funding raised	$47.9m	$ 136.7m	$ 548m	$ 25.5m

SWOT ANALYSIS

Threats

Its current **competitors** which are known more for their air ticketing and hotel booking business are looking **to ramp up their holiday package business** which would be a great threat to the startup as people would **prefer its more trustworthy competitors** rather than going for a company which is comparatively new in the market.

Opportunities

India being a **potential growing market** for tourism vertical with a 6.7% growth rate with high internet and **online payment penetration** they need to work on some common issue such as –**opaque prices ,trust issues and customizations.** .

Strength

Being a semi tech startup, it also has the facilities of **advance technologies such as Machine Learning** which helps a user to customize the holiday package the way he/she wants it to be and their Travel Consultants prove to be a **USP** for them as they help user with suggestion about the packages which helps user to **connect on a personal level** with the startup

Weakness

With a comparative **late entry** the travel space they face a **lack of trust and credibility** according to users unlike their potential competitors –Make My Trip , Yatra.com, Ixigo.com.

TARGET AUDIENCE

• **Age**- It can determine what type of travellers are most likely to visit which destinations. Young generation mostly go on adventurous trips while early 40's people tend to go on family trips.

• **Motive**- Everyone's "why" for travelling is different. Paying particular attention to your travellers' motives will help guide your digital strategy to target a variety of intentions at the right time and place.

• **Socioeconomic status**- The ability to travel for different travel purposes greatly depends on an individual's income. Mainly people having income average and above average prefer to go on trips.

• **Type of travel**- While motives tell you why someone chose your destination, type of travel could indicate whether they are there for a business ,leisure visit or extended stays.

• **Geography**- It means targeting travellers based on where they live. Because a city is a product that the consumer must travel to consume, it makes sense to include geographic segmentation.

Guesstimate of Travellers using Travel Triangle

- **Total population** in India – 1.35 billion
- Population in **Tier 1 and Tier 2 cities** of India – 40.5 million
- Number of persons lying in the age group of -
  1)18-25 years=18%*40.5 million=7.29 million
  2)25-55 years=40%*40.5 million=16.2 million
  3)55 above=11%*40.5 million=4.45 million
- In the group of 18-25 years, number of people using OTA will be divided on the basis of family-income as
  Average=20%*7290000=**1.45 million**
  Above average= 30%*7290000=**2.18 million**
- The second age group that is 25-55 years will be divided in

1)**Working single professionals**=
   35%*16200000=5.67 million
   people using OTA will be divided through income as
      Average=20%*5670000=**1.13 million**
      Above average=40%*5670000=**2.26 million**

2)**Family head**=
   65%*16200000=10.53 million
   which use OTA will be divided on the basis of income a
      Average=25%*10530000=**2.63 million**
      Above average=40%*10530000=**4.21 million**

- The third age group which use OTA will directly be divided in
      Average=20%*4455000=**8,91,000**
      Above Average=30%*4455000=**1.33 million**

Therefore total no. of people using Travel Triangle are=8%*16.11 million=1.29 million

1 NAINA SHARMA

"Looking for an adventurous trip with my friends confined in the limited budget we've got!!"

- **Age** — 22
- **Occupation** — Student
- **Income Status** — Average
- **Tier** — 2-3 trips in an year
- **Archetype** — Adventure Seeker

| Organised | Social Bird |
| Practical | Travel Maniac |

Short Bio

Naina is a law undergrad at NLU Delhi. She has just finished with her semester and is planning for a group trip with her buddies. She manages to save a decent amount of money for her trips. She is a Thrill Seeker and always looking for new adventures on sites like Treebo and TravelTriangle but the issue with sites like Treebo are that the are not money efficient so she wants a site to be money efficient so that she can grab the best deal for an unforgettable experience.

Goals and Needs

- ❑ A trip that fits in the budget.
- ❑ Security and trust factor .
- ❑ Comfort
- ❑ Loves to customize the packages based on her preference.
- ❑ Would like to research more by reading user reviews and travel blogs.
- ❑ See recommendations based on her past bookings and interests.

Frustrations

- ❑ Last minutes cancellations from the agents.
- ❑ Lack of comfort and security during the trip.
- ❑ Overpriced packages with no transparency between the customer and agent.

Activity on social media

CHART TITLE

- Instagram
- Twitter
- Youtube
- Travel Vlogs
- Whatsapp

KABIR

> "Looking for a site that will simplify the planning of my business trips."

- **Age** — 30
- **Occupation** — Business Analyst
- **Income Status** — Above Average
- **Tier** — Frequent Traveller
- **Archetype** — The Planner

Organised	Professional
Tight Schedule	Hardworking

Short Bio

Kabir is a Business Analyst at an MnC. He has to travel 6-8 times a month due to his work. He has a specific region where he travels and often visits the same cities and stays in the same hotel. He is frustrated by the fact that no matter how frequently he visits a place, he has to spend a large part of his time on planning the travel. He expects his travel solutions to be as organised as he is.

Motivation

- To spend less time on booking travels.
- To maximize his loyalty points an rewards.
- To narrow his options when it comes to shop.
- See recommendations based on his past bookings.
- Plan his trips in accordance with his hectic schedule.

Frustrations

- Last minutes cancellations from the agents.
- Too much time spent on booking.
- Planning a proper timeline for the journey on accordance with his hectic schedule.

Activity on social media

CHART TITLE

Instagram
Twitter
LinkedIn
Youtube
Whatsapp

RAJESH ARORA

"In this hectic schedule I want to spend some quality time with my family and family trips are the best way to do so!!!"

Age 45
Occupation Regional Manager
Income Status Above Average
Tier 1-2 trips annually
Archetype The Family Man

Practical   Professional
Tight Schedule   Balances work and family

Short Bio

Rajesh is a Regional Manager at a PSU and he has a family of 6 people including his parents ,wife and two children. He tries to plan atleast two trips in a year. Not being very aware about travelling he wants a site which can recommend him a good family trip without wasting his time in research.

Motivation

❑ To get recommendations on a personal level more than just machine learning models results.
❑ To narrow his options when it comes to shop.
❑ To book a hassle free trip without compromising with security and comfort for his family.
❑ Plan his trips in accordance with his hectic schedule.

Frustrations

❑ Last minutes cancellations from the agents.
❑ Too much time spent on booking.
❑ Often the customized packages contain some things which are of no use to him and his family such as some adventure sports and treks.
❑ Wants the package to be more inclined towards sight seeing and stuff.

Activity on social media

CHART TITLE

Facebook
Whatsapp
Newspapers
Television
LinkedIn

4

Dr. Rakesh Bhalla

"Have spent all my life working for the people and my family now I just want to enjoy the rest of my life with my wife".

Age	65
Occupation	Retired Doctor
Income Status	Above Average
Tier	1-2 trips annually
Archetype	The Super Senior(Doesn't like to be called so though)

Practical	Senior Citizen
Experienced	Lively

Short Bio

Dr. Rakesh is a retired doctor who has dedicated his whole life in curing people and carrying out his family responsibilities and never got time to spend in travelling and having short trips. Now he wants to live his life to the fullest by travelling as much as he can with his wife and their pet Lucky!!

Motivation

❑ To get recommendations on a personal level more than just machine learning models results.
❑ Pursue hobbies and interests such as painting, fishing etc.
❑ To narrow his options when it comes to shop.
❑ To book a hassle free trip without compromising with security and comfort for his family.
❑ Passionate about learning and want to explore whole of India.

Frustrations

❑ Last minutes cancellations from the agents.
❑ Worries about how best to travel with Lucky and how safe would it be for his and his family.
❑ Often the customized packages contain some things which are of no use to him and his family such as some adventure sports and treks.
❑ Wants the package to be more inclined towards sight seeing and stuff.

Activity on social media

CHART TITLE

Newspapers
Television
Whatsapp
Facebook
Radio

STRATEGIES TO INCREASE TARGET AUDIENCE

Engage with Social Media-
- The startup has to get engage with social media like Facebook, Twitter, LinkedIn ,Instagram, etc.
- That's because Google ranks content that is spread via these networks higher than other content.
- With an active social presence, your content will appear closer to the top of the page in search results.
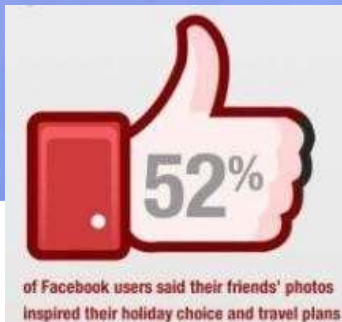
Host a Contest-
- Hosting a contest is an another most used technique to motivate people to get involved with your agency.
- Everyone loves the possibility of winning something whether it is a free flight, a free night at a hotel or a discount.
- Contests are a great way to engage your audience.

Encourage Your Customers To Leave Reviews-
- The practice of checking reviews before booking is becoming more and more common.
- You can encourage your customers to leave their precious reviews by running competitions for the best travel picture with reviews each season and award a prize or perhaps give a small discount on their next trip.

52%
of Facebook users said their friends' photos inspired their holiday choice and travel plans

UPLOAD A VIDEO OR PHOTO AND YOU COULD WIN A SEAT ABOARD
THE FLIGHT FOR CHICAGO
THE *Lowdown*   THE *Showdown*

Were you happy with your customer experience?
Please help us spread the word and leave a review on one or all of these six sites:
☐ Google   ☐ Citysearch

ALSO

Ask For Referrals-
- Customer Referrals are one of the top and most effective way to increase revenue for Online Travel Agencies .
- If you don't tell your contacts who your target customer is, then you will be wasting time.
- Referrals can be asked by emails and on social media Channels.

People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral is the holy grail of advertising.
-Mark Zuckerberg, Facebook

Offer Added Value-
- The simplest thing to increase the revenue per customer is to offer added value to their experience as they agree to pay the price for your tours.
- Customer would be a happy customer if you give them something more than the offer.
- If it's a couple who booked your tour then you could offer a glass of wine and tapas prior to the viewing to make the experience more romantic.

"Price is what you pay. Value is what you get."
-Warren Buffett

Develop A Trusted Reputation-
- Travellers also want a reputed Online Travel Agency who can guide them safe, appropriate and provide the best deal for their journey.
- It all depends on the services you give, best deals you offer and also a good customer support that you provide to your customers.

"A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL."
Jeff Bezos

MARKETING STRATEGY
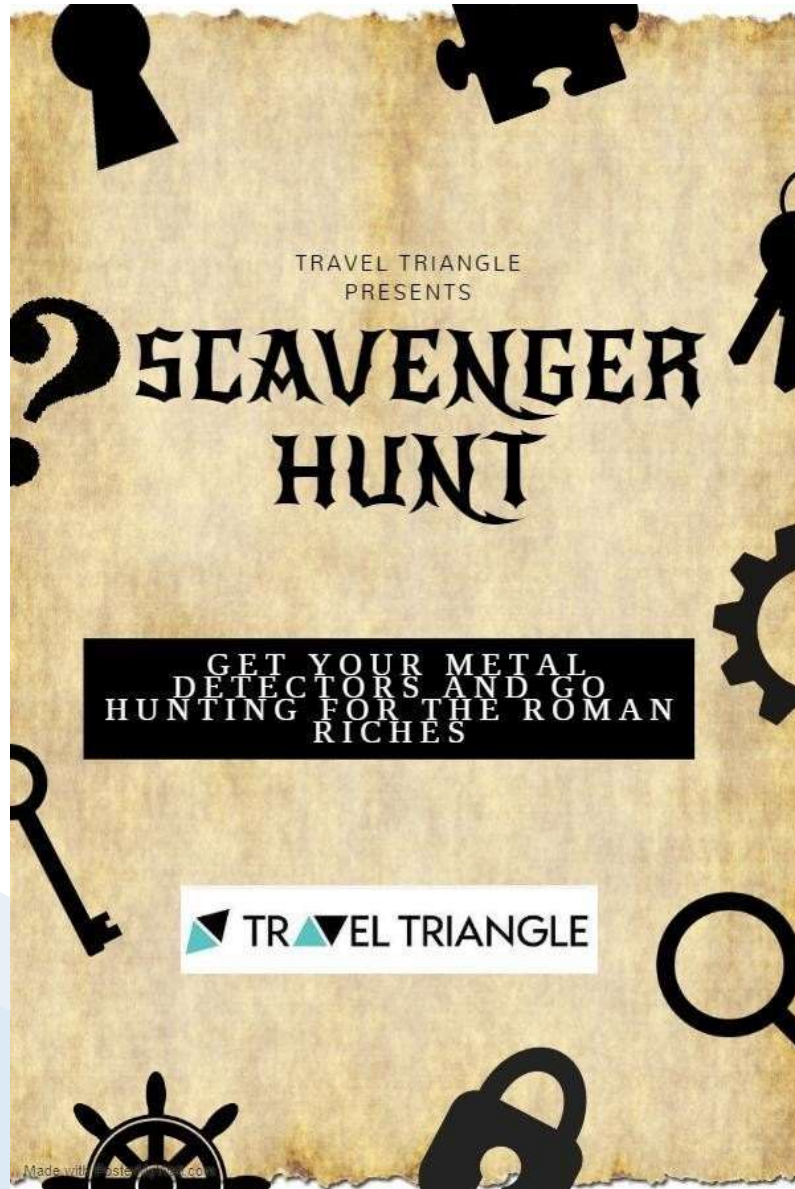
GET YOUR METAL DETECTOR AND GO HUNTING FOR THE ROMAN RICHE

01 — We can host a Scavenger Hunt for known bloggers and vloggers. In this activity all the vloggers have to travel to search for the clues which will be present all over India. After finding them they have to send their picture with it to us .

02 — The winners will be decided on the basis of maximum number of clues one will be having within the given time. The first three winners will get a free customized trip to the destination of their choice within India.

03 — In return they have to shoot their trip and write a blog on their journey. Their blogs and travel videos will be published on Travel Triangle website and their other social handles.

REACHING OUT TARGET AUDIENCE AND COST ESTIMATION

Cost estimation:
Reaching the targets=30000
Booths at different destinations=10000
Trip for winners-20000*3=60000
Total=1 lakh

- Google and social handles
- E-mailing

- Different Travel magazines
- Listing event on various platforms
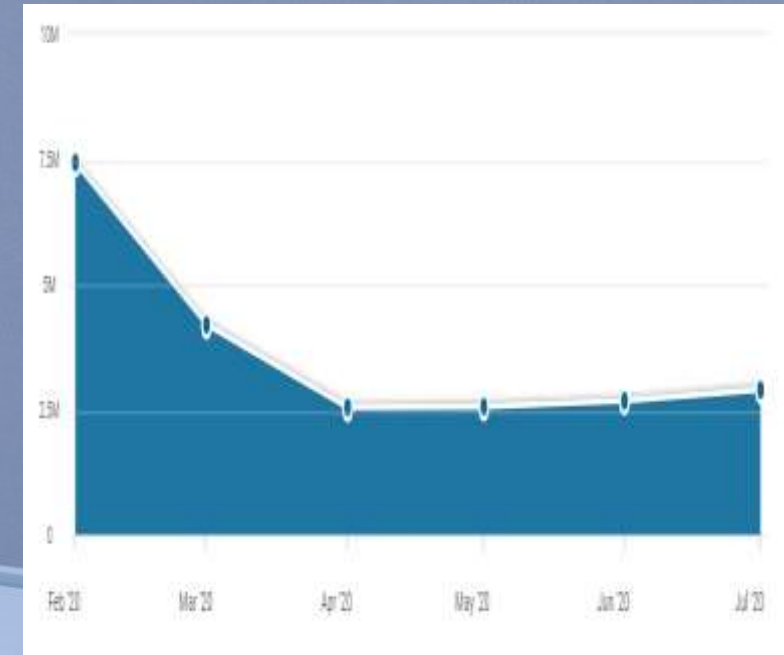
- Organizing all bloggers meet
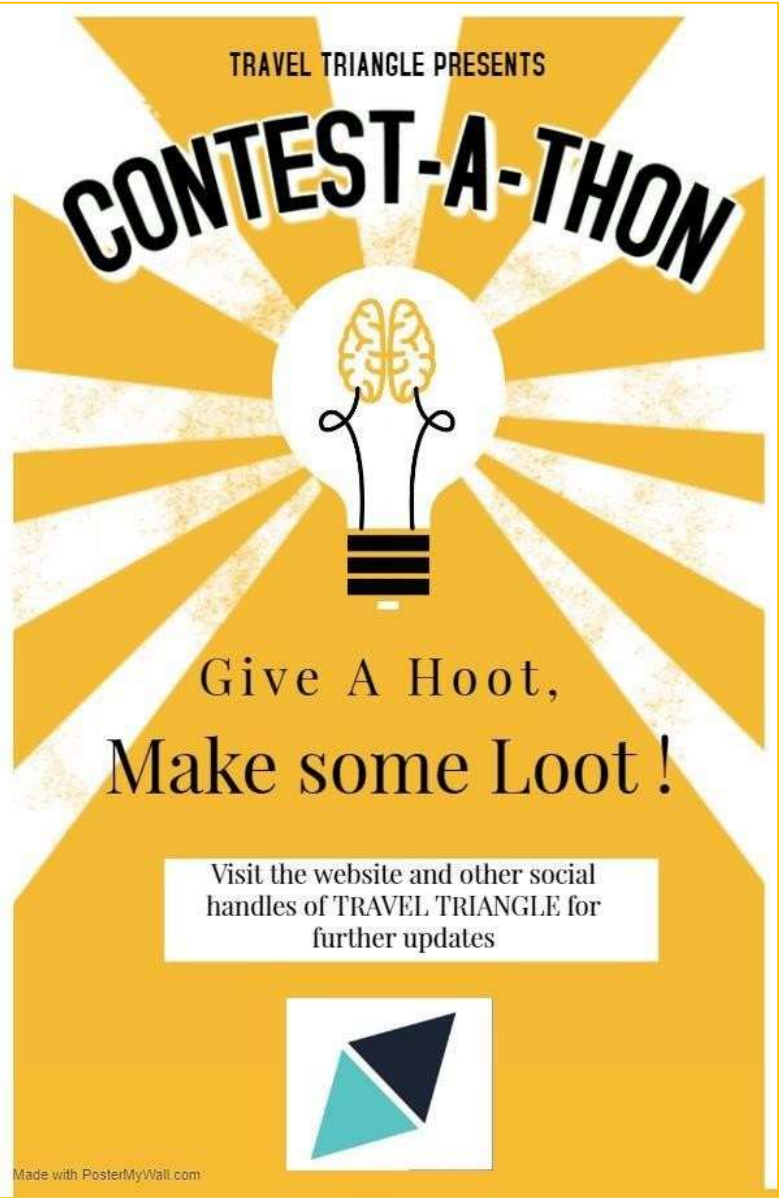
- Using SEO we can get them to our website

KPI ANALYSIS

No.	KPI	Before the Scavenger Hunt	After the Scavenger Hunt(Expected)
1	**Cost Per Acquisition**(Money spent on increasing reach)	RS.600	Rs.600
2	**Abandonment Rate** (percentage that a customer leaves or quits before completing an intended task.)	76%	70%
3	**Average time spent** (time spent on the site while browsing various packages and reading travel blogs)	1 min 48 secs	2 min 30 secs

Traffic Overview

MARKETING STRATEGY

TRAVEL TRIANGLE PRESENTS

CONTEST-A-THON

Give A Hoot,
Make some Loot !

Visit the website and other social
handles of TRAVEL TRIANGLE for
further updates

Made with PosterMyWall.com

We will be hosting monthly contests over 5 months for the people all over the world. Every month a different contest will be conducted. Every month one winner will be selected from the contests and he/she will get a prize.

Month	Competitions	Prize
January	The Game of the Riches(one having maximum number of different currency notes)	Discount Voucher on trip booking from us
March	Shutterstory(Best travel photograph wins the contest)	Go Pro Camera
May	Travel Trivia(A general travel quiz for the travel enthusiasts)	A complete set of Travel Encylopedia with one year free subscription of Travel magazines
July	Refer-a-friend(one who brings maximum number of friends to support him wins the contest)	Wildcraft camping set
September	Bring your writer out(Best travel blog wins the competition)	Amazon Kindle

REACHING OUT TARGET AUDIENCE AND COST ESTIMATION

> Give a Hoot, Make some Loot!

Cost Estimation:
Mainly the cost of this strategy includes the cost used in marketing and the cost of the prizes for winners .
Prizes=60000
Marketing=50000

Reaching the target audience:

- Posting on all the social handles
- Creative Marketing. For example putting up posters at public places in a unique way.

- CPM (Pay for Thousand Impression) ,CPC (Pay for Click) and Google Adwords are the best ways.
- Live broadcasting of a trip using Periscope and Facebook live

- Taking part in various travel fairs
- Organizing a photo and travel blogs exhibitions
- Arranging podcasts on radios and advertisements in newspapers.

KPI ANALYSIS

No.	KPI	Before the Scavenger Hunt	After the Scavenger Hunt(Expected)
1	**Social Media Traffics** (percentage share of social media in page visits)	0.24%	3%
2	**Bounce Rate** (percentage of single page visits by users.)	36.89%	33%
3	**Pages per visit** (no. pages opened per visit)	2.62	3.5

Social Media Presence
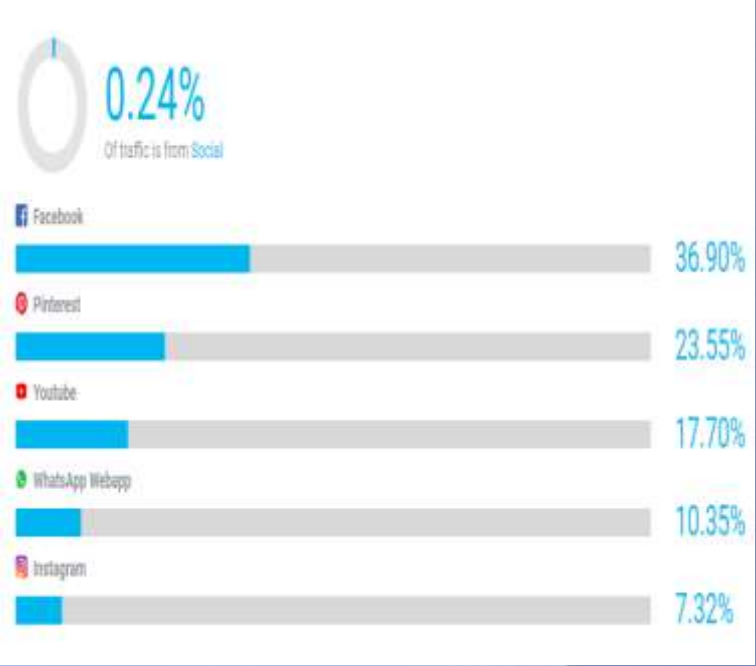
THANK YOU

Done by:
-Sahil Gawade
 IIT Guwahati