

Embracing tech in 2020

Having opened a new office in Phuket in 2019, the year was quite eventful for TravelBullz. **KD Singh**, Founder & President of the company, shares the plan for 2020.

Manas Dwivedi

TravelBullz has set its eyes on some very ambitious projects for 2020, as most of the work in progress in 2019 would come to start bearing results, explains **KD Singh**. "The year would be, in a lot of ways, a turning point for TravelBullz's growth story. Vital projects that we have been working on would see the light of day in 2020, including



KD Singh
Founder & President
TravelBullz

launched in November 2019, would connect with a host of customers and propel growth to a completely new dimension in 2020.

Singh's vision for the company is to substantially grow more than 10 times in the next three years. According to him, this ambitious plan would be driven by the company's fundamental principles of growth through technology innovation, making transactions seamless by focusing on user experience and ease of booking, providing access to the last room available at the best possible price, as well as growth through quality service delivery and word-of-mouth recommendation by existing travel agents. "Our objective is to address all the pain areas of agents through technology, human touch, and making their interaction with us seamless and pleasant," he shares.

“Projects that we have been working on would see the light of day, including unveiling of a B2B engine – Phoenix”

unveiling of an advanced B2B engine – Phoenix – with our much-awaited dynamic packaging module; launch of an INR collection and multiple payment options for our travel agent partners; launch of a loyalty management mobile

application; and introduction of new destinations," he says.

The new destinations will include Dubai, Singapore and Bali, in the first quarter of 2020. The company's new API/XML connection, which was

Dedication for success

Anil Parashar, President & CEO, InterGlobe Technology Quotient (ITQ), claims that innovation in all segments of travel and a dedicated team is what have helped them succeed.

Nisha Verma

For ITQ India, 2019 was a successful year with several commendable milestones, claims **Anil Parashar**. "Together with Travelport, we introduced a special initiative in the market for people with intellectual disabilities, and it encouraged travel agents to transcribe DPNA Special Service Request code while booking travel for the specially-



Anil Parashar
President & CEO
InterGlobe Technology Quotient

abled traveller who needs in-flight care and attention," he says. Now, ITQ hopes for an even better 2020. "Customisation and personalisation of our technology is going to be our primary focus, and we will certainly advance with Travelport

“Personalisation of technology is going to be our primary focus and we will advance with Travelport Smartpoint in 2020”

Smartpoint in 2020. Plans are also underway to expand our offerings in travel technology and provide customised solutions," he shares.

The travel market in India has been growing at a double-

digit CAGR year-on-year, which speaks for itself, asserts Parashar. "Sure, there have been ups and downs in the market, but that has only brought in more opportunities of growth and better services for end consumers. To meet the growing demand of millennials and the Gen Z audience, it is imperative to become digitally advanced and offer experiences, especially digital experiences, the segment seeks. This calls for innovative integrated solutions such as Machine Learning and AI, and supporting the same with Big Data," he shares.

ITQ claims that they are not just suppliers of travel content, but partners or consultants because of the level of customisation and integrated products and solutions they offer. "Our team is the key force behind our success, and we take their personal and professional growth seriously," he says.



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