

Goomo & UNIGLOBE enter into a strategic partnership; aim to enhance the Indian travel eco-system

Mumbai: 9 November 2017: In a landmark development that will redefine the Indian travel landscape, UNIGLOBE Travel, the world's largest single-brand travel franchise and Goomo, India's leading omni-channel travel tech company, have entered into a strategic partnership. The move marks a first-of-its-kind alliance between a traditional travel agent network and an on-line platform. Uniglobe Travel South Asia currently has over 60 agency locations across India, Bangladesh and Sri Lanka with an annual sales volume of over INR 3500 Crores. The partnership will involve deeper collaboration between the Uniglobe franchisees, whereby customers on the Goomo platform will be able to find a trusted agent and discuss their off-line booking requirements with them. The partnership will serve as an ideal foundation for Uniglobe and Goomo to further expand their omni-channel presence in the booming South Asian travel market and add more diversity to Goomo's suite of travel products, which can be availed either online or through a specialist agent.

Speaking on the partnership, Varun Gupta, CEO, Goomo, says, "Clients have the right to choose the channel they're most comfortable with while booking their travel. That's precisely what our partnership with UNIGLOBE promises - a one-stop shop for our clients to access the best online and offline travel deals and products, so they don't have to bother looking elsewhere."

"Our association with a dynamic platform like Goomo presents a unique opportunity to target both offline and online consumers through the convenience of an omni-channel platform and the assurance of a knowledgeable travel expert. We are excited about our partnership and the value we could unlock by extending our superior travel management services, that offer unparalleled access to professional advice for extensive trip planning, to Goomo's online client network," adds Raja Natesan, CEO, UNIGLOBE Travel (South Asia).

Not just the end-consumer, but even the wide network of UNIGLOBE Travel agencies across South Asia, stand to benefit from this exclusive partnership program, as it opens a world of opportunities for them to add enormous sales and revenue potential while lowering business costs.

The customer-experience journey for the traveller will continue to evolve, and rapidly so. The ability of brands to link their product, services and distribution strategies to accurate behavioural understanding will be the key differentiator. Even as travel search and discovery become more digital, the role for a human concierge providing a human-touch to the travel experience will never lose relevance. The Goomo-UNIGLOBE (<https://www.goomo.com/uniglobe>) partnership is a case in point.

About UNIGLOBE Travel (South Asia)

The Modi Group operates the Regional Master Franchise of UNIGLOBE Travel in the South Asia Region

that covers India, Nepal, Sri Lanka, Bangladesh, Bhutan and Maldives. The South Asia Region began operations in 2002 and currently has over 60 agency locations across India, Bangladesh and Sri Lanka with an annual sales volume of over INR 3500 Crores, making UNIGLOBE, the largest single brand travel franchise network in the South Asia region.

About Goomo

Goomo is an omni-channel travel-tech company that distributes travel products & services through online and offline channels. It operates in three business segments – consumer, corporate and B2B. It is driven by the core objective of leveraging technology to connect travelers with travel options most suited to their requirements. Goomo was established in 2015 with the acquisition of Orbit Corporate & Leisure Tours Pvt. Ltd, a market leader in the trade fairs & MICE business over the last 27 years. The B2C platform was launched in March 2017 to capture the burgeoning consumer travel business in India