

Goomo comes onboard as PAYBACK's online travel partner

Partnership to create the most rewarding loyalty program for its customers

With this tie up, customers can earn and spend PAYBACK Points for their travel bookings made on Goomo.com

Mumbai, December 1st, 2017: Underlining its promise of offering customers the most value-driven travel booking experience, Goomo, India's leading omni-channel travel tech company, has entered into a partnership with PAYBACK, India's largest multi-brand loyalty program. Goomo will join the PAYBACK loyalty program as the online travel partner. Both companies have a customer first approach and this strategic tie-up strengthens it even further.

Under this partnership, PAYBACK's 100 million members will be able to use their PAYBACK Points when making flight, hotel and holiday bookings on Goomo.com. In addition, they will also be able to earn PAYBACK Points for their travel bookings on Goomo.com.

Speaking on the partnership, Varun Gupta, CEO, Goomo said, "Online travel continues to see a very strong growth among PAYBACK's customer base with a majority of consumers earning and redeeming their points on travel. With this partnership, Goomo will ensure that PAYBACK members on our platform continue to not only get great deals on travel bookings, but also get rewarded for their purchases in other categories as well."

Commenting on this association, Mr Gautam Kaushik, CEO at PAYBACK India said "We are excited to announce this new partnership and look forward to a long-term association with Goomo. Travel is an important category for our customers and Goomo is the young new challenger brand that is well poised to provide great deals and products in this category. This association will help PAYBACK strengthen its travel portfolio and allow its members to enjoy a seamless travel experience".

With the holiday season approaching and several long weekends lined up for 2018, customers can now enjoy a good number of discounts and rewards due to this alliance.

About Goomo:

Goomo is an omni-channel, travel-tech company that distributes products & services through online channels, 15 company owned branches and a B2B partner network. Goomo is headquartered in Mumbai and operates across 3 business segments of travel: Consumer, Corporate and B2B. They are the market leader in Trade Fair and MICE segment with 40% market share. The consumer business, Goomo.com was launched in March 2017, with an intent to focus on the fast growing B2C travel segment.

About PAYBACK:

PAYBACK is India's largest multi-brand loyalty program offering its members multitude of benefits. It has over 50 partners including affiliate brands participating in the PAYBACK Network across categories in-store as well as online which includes groceries, fuel, entertainment, travel, apparel and more. PAYBACK Members can earn Points on everyday shopping and redeem them for attractive rewards of their preference.

PAYBACK Program is operated by Loyalty Solutions and Research Private Limited (LSRPL). LSRPL is majorly controlled by Loyalty Partner GmbH, a subsidiary of American Express.