

# DESIGNER INDYA TO CATER TO LUXURY INBOUND INDIAN HOLIDAYS

>> PRIYAMVADHA BALARAM

Jaal Shah, Founder, RezLive.com, Group Managing Director, Travel Designer Group, talks about the newly launched Designer Indya brochure, facing competition and significant services offered by it.



of-its-kind brochure with detailed itineraries, complete destination insight, local market understanding, comprehensive travel solutions and expertise operations team, to name a few," said Jaal Shah.

Following the success of its outbound segment, the company decided to replicate it in the inbound segment also and thus, was born Designer Indya, the group's offline inbound product, catering to the growing inbound needs of its travel partners and giving clients a luxury inbound experience as per their needs.

#### Meeting competition

Jaal believes that local expertise, understanding of local market dynamics, direct contracts with hotels and land arrangement suppliers, 24\*7 support, luxury travel experience at best net rates are some of the factors that keep them apart from the competition. Its team explores the whole country throughout the year, in order to present something new to the clients of its travel partners regularly.

The Designer Indya brochure, which was launched in Oman and at the Arabian Travel Market (ATM) Dubai this year, will also be launched in other global markets through agent networking events. Furthermore, it will also look to have joint promotional activities with state tourism boards to promote inbound at large scale and promote tourism in the country.

"There were not much challenges that we faced, as everything was properly planned and the team executed the set strategies for the same very meticulously, keeping no room for error. The product is taken care by professionals who have years of experience in inbound and they are doing it very well to take the product to new heights," Jaal stated.

#### Are you targeting only high-end travelers through Designer Indya?

Designer Indya is catering to the needs of retail and B2B customers all across the globe. We have packages that meets the need of every customer we cater to.

We have standard as well as customized itineraries, which the retail or B2B customers can choose as per their requirements. The itineraries are so magnificently designed that it doesn't miss out on anything.

#### What are the significant services offered through Designer Indya?

Designer Indya is the first choice of travellers, from Kashmir to Kanyakumari & Bhuj to Guwahati, which excels in satisfying the needs of our Travel Partners with our exceptional and unmatched services. Designer Indya also operates as an off-site travel department, helping our clients to plan and organize luxury travel according to their wishes. Through Designer Indya, we take care of all the inbound related travel needs of our retail and b2b customers from Hotel to land arrangements. With innovation of technology, Designer Indya has huge online presence, attracting large traffic of B2B as well as retail consumers, looking for customized Indian holiday experience.

Designer Indya, a new brainchild of Travel Designer Group, seeks to promote luxury inbound Indian holidays to international markets. With a dedicated team, Designer Indya caters to the needs of retail and B2B customers across the globe and also empowers, RezLive.com with 1600 + Indian hotels, while extending the facility to book Indian Hotels online. "Our USP will be 24\*7 support, one