

# Spreading wings wide

**Jaal Shah**, Founder, RezLive.com revives the importance of travel agents in his company's growth and helps them expand their business with TMA.



TT Bureau

**Q**As a global B2B platform, how have travel agents and operators helped RezLive.com grow?

When we started RezLive.com in 2007, we had dreamt of making it a global brand. Today, we have clients in more than 30 countries and are growing at a rapid pace. This could not have happened without the support of our loyal clients. We have built a strong product that is backed by 24x7 back-end support. Recently, we were awarded 'Superbrand' status for the UAE market.

**Q**Tell us about the base and network of RezLive.com.

Our 20 years of legacy in India have helped us understand the market very well and spread our business in not only Tier-I cities but also in Tier-II and Tier-III cities. Our sales team,



**Jaal Shah**  
Founder  
RezLive.com

located across India are reaching out to travel agents in every nook and corner and providing them opportunities to diversify their travel business and make it sustainable.

**Q**Tell us something about the Tourism Marketing Alliance.

RezLive.com along with four other partners recently formed the Tourism Marketing Alliance (TMA) to help travel agents in Tier-II and Tier-III cities to expand their business and

make it sustainable. We have already done four roadshows in Amaravati, Ankola, Raipur and Mumbai and have planned another series in Odisha, West Bengal, Bihar and Punjab in the coming months.

**Q**How has been the last six months fared in terms of growth?

We had a fantastic Indian season and are in the middle of a very strong Middle East season. Apart from these two markets, we have also seen a strong growth in the Southeast Asian markets. Our growth lies in the strength of our product, user-friendly interface and proprietary technology.

## Expansion Plans

➔ RezLive aims to continue consolidating its expansion in global markets like Asia Pacific, Africa and Europe as a region