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MEDIA RELEASE

FIT Ruums Ramps Up Operations in India

- *New Delhi-based Ashutosh Dogra leads FIT Ruums India*
- *Company already seeing strong demand and positive feedback since Indian launch*
- *FIT Ruums allows companies to capitalize on last-minute booking trend*
- *FIT Rewards launched as company aims to become one-stop shop for Indian travel trade*

(Singapore, 20th June 2017): FIT Ruums, Webjet Limited's Asian B2B travel brand, has arrived in India and is rapidly ramping up its business in this dynamic market. The company, which first launched in November 2016, recently appointed **Ashutosh Dogra** to head up FIT Ruums India from New Delhi.

Since the company's Indian debut a number of weeks ago, Ashutosh and his team have made significant inroads into the local market, securing a series of strong partners in the country and helping India's travel suppliers generate large volumes of trade bookings.

Ashutosh Dogra

A seasoned travel industry professional with almost 18 years of experience, Ashutosh Dogra has a proven track record of managing business operations and breaking into new markets. His previous position before joining FIT Ruums was as Head of the Vacation Vertical for Vacation Exotica, a unit of Balmer Lawrie & Co. Ltd. He also spent several years with the Kuoni Group.

As General Manager of FIT Ruums India, Ashutosh has already had success in developing FIT Ruums' brand, relationships and operations across the country. FIT Ruums' Indian strategy involves leveraging XML technology and partnering with key stakeholders in the wholesale B2B market.

The company is now well on its way to achieving its aim of becoming a major player in the Indian Subcontinent travel market, in both the inbound and outbound sectors.

*"I am very excited to join FIT Ruums at such an exciting time - both for the company and the Indian travel industry," said **Ashutosh Dogra, General Manager of FIT Ruums India.** "We aspire to be a strong partner to the travel trade, leading the industry in terms of customer service, product supply and technological innovation.*

"We will also go the extra mile in support of our industry partners, providing not only sales and distribution, but also market intelligence and other relevant business data. This demonstrates the FIT Ruums ethos around striving to support our partners and improve the performance of the larger market," he added.

India's travel industry has also welcomed the appointment of Ashutosh, and the arrival of FIT Ruums in the country.



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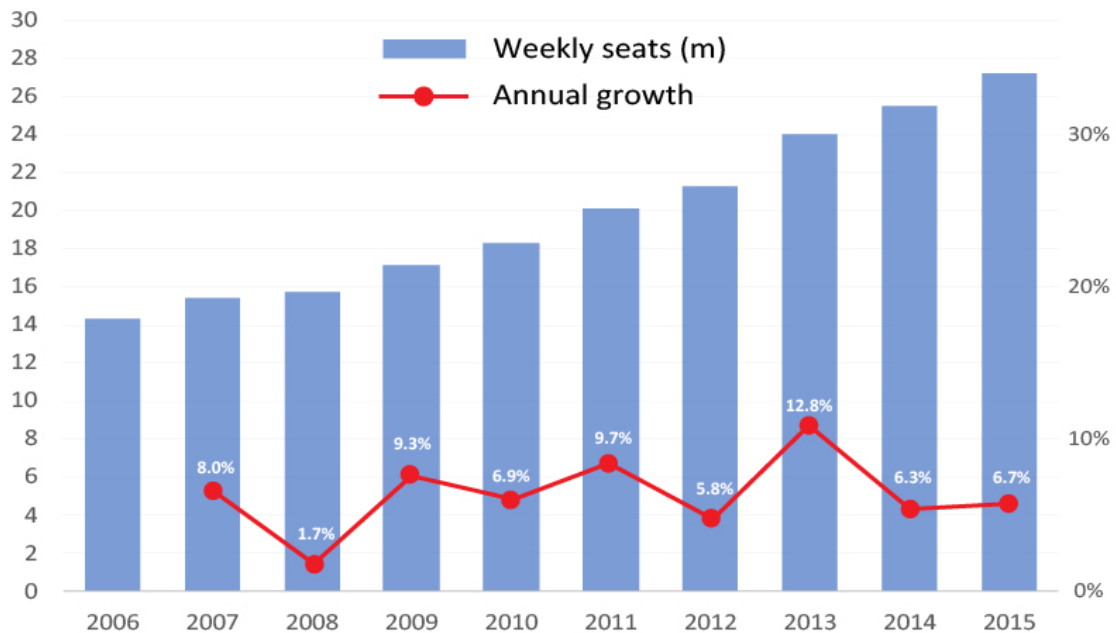
“Our partnership with FIT Ruums has been very successful so far. Ashutosh Dogra is a respected figure in the Indian travel industry; we are very pleased to be working with him, and the entire FIT Ruums team, to grow our businesses together,” said **Gaurav Bhatnagar, Co-Founder of India’s largest wholesaler, TBO Group.**

“As one of India’s leading travel wholesalers, we are very excited to welcome such a strong and globally-connected partner into the marketplace,” commented **Deepak Narula, Managing Director of New Delhi-based GRNconnect.com.** “FIT Ruums’ business model complements our own operations perfectly. Combined, our vast portfolio of hotels, ground transport services and other travel products will create huge opportunities for the Indian travel trade.”

Viraat Raj Bhalla, Managing Director of Orange Tourism Solutions Pte. Ltd, added; “Ashutosh Dogra understands the Indian travel market very well and under his leadership, FIT Ruums is already adding value to our business proposition, which is fantastic! We had been seeking a strong partner and we are delighted that FIT Ruums has now moved into India. I am confident that our relationship will grow from strength to strength.”

“The right time” to move into India

INTRA-ASIA CAPACITY 2006 - 2015 Weekly seats (millions) and year-on-year growth



Source: OAG Schedule Analyser for w/c 6 October in each year



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Demand for intra-Asian travel is growing rapidly; the graph above shows that the number of air seats on intra-Asian routes has increased by 90% over the last ten years, with more than 27 million people now travelling within the region every week¹.

Currently ranked seventh in the world in terms of its total contribution to GDP (9.6%²), India's travel and tourism industry is experiencing a period of unprecedented growth. In terms of inbound tourism, the expansion of India's e-tourist visa system led to a double-digit jump in visitor arrivals in 2016 – a trend which has accelerated in 2017. The number of international travellers arriving in India on e-tourist visas in April 2017 increased 63.4% over April 2016, which contributed to an overall 23.5% rise in foreign visitor arrivals to India during the month³.

A boost for India's hotel suppliers

The arrival of FIT Ruums in India provides an additional strong distribution channel for the country's hotel suppliers. Previously, Indian hotels could target the fast-growing inbound market via Webjet's other global platforms, Sunhotels and Lots of Hotels, which have strong coverage in Europe, North America, the Middle East and Africa and now the FIT Ruums presence completes the global coverage required by this highly dynamic marketplace.

The addition of FIT Ruums will enable hotel suppliers to capitalize on the huge Indian domestic market and burgeoning intra-Asian inbound market.

FIT Ruums also allows hotels and travel suppliers to generate more last-minute bookings, which are becoming a key growth area in India. As rising affluence, improving infrastructure and a growing millennial market impact travel patterns, India is seeing a steep increase in last-minute bookings. FIT Ruums is perfectly positioned to take advantage of this trend and help its hotel partners reap the benefits.

"At least 30% of our business is booked within 72 hours and we are seeing a massive surge of same-day and next-day bookings in many Asian countries, including India. To address this growing last-minute trend, we are putting significant emphasis on resourcing right and resourcing well. It is a key booking trend and we want to ensure our suppliers and clients are able to capitalize on it," said **Daryl Lee, Director of FIT Ruums' parent company, WebBeds FZ.**

"When we launched FIT Ruums in November 2016, India was immediately identified as a key market for the company. With a huge population, increasing levels of affluence, a buoyant economy and a government that is putting tourism at the top of its agenda, India has the potential to be amongst the strongest tourism markets in the world."

"I encourage Indian travel companies who have not yet connected with us to do so as soon as possible, and see how FIT Ruums can help drive greater returns for their business," Mr Lee added.

In line with FIT Ruums' arrival in India, the company has also launched its new industry incentive program, FIT Rewards, in the country. The rewards are showcased in a dedicated online store which has been created especially for the Indian market, further enhancing suppliers' ability to target their local clients.

¹ [anna.aero Intra-Asia market doubles in size in 10 years; China set to smash one million weekly seats mark, 7 October 2015.](http://www.anna.aero/2015/10/07/intra-asia-market-doubles-in-size-in-10-years/)

² [India is world's 7th largest tourism economy in terms of GDP, says WTTTC. https://www.wttc.org/media-centre/press-releases/press-releases/2017/indias-is-the-worlds-7th-largest-tourism-economy-in-terms-of-gdp-says-wttc/](https://www.wttc.org/media-centre/press-releases/press-releases/2017/indias-is-the-worlds-7th-largest-tourism-economy-in-terms-of-gdp-says-wttc/)

³ [Ministry of Tourism, Government of India. http://pib.nic.in/newsite/pmreleases.aspx?mincode=36](http://pib.nic.in/newsite/pmreleases.aspx?mincode=36)



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About FIT Ruums

FIT Ruums is a B2B travel business owned by WebBeds FZ, a subsidiary of Webjet Limited. It is focused on B2B travel distribution for worldwide hotel accommodation and transfers in Asia. FIT Ruums is dedicated to driving 360-degree business partnerships, strengthening the efficiency of travel technology and rewarding its clients with a more user-friendly business solution.

About Webjet Limited

Webjet Limited is an ASX 200 listed company (WEB) operating a digital travel business with over \$1.6billion in total turnover. Webjet operates in both the B2C and B2B sectors. The B2B Travel business currently operates Lots of Hotels, Sunhotels and FIT Ruums brands, selling hotels rooms to travel agent partners via their API and online channels.

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