



### Sections

[Home](#) - [Market](#) - [Article](#)
[Printer Friendly Version](#)

- [Market](#)
- [Chef's Platter](#)
- [Trackers](#)
- [Management](#)
- [Edge](#)
- [Hospitality Life](#)
- [Kerala Hospitality](#)
- [WeekEnd](#)

### Services

- ▶ [Subscribe/Renew](#)
- ▶ [Archives/Search](#)
- ▶ [Contact Us](#)

### Events

- ▶ [HospitalityWorld](#)
- ▶ [TravelWorld](#)

### Network Sites

- ▶ [Express Computer](#)
- ▶ [Exp. Channel Business](#)
- ▶ [Express TravelWorld](#)
- ▶ [Express Pharma](#)
- ▶ [Express Healthcare](#)

### Group Sites

- ▶ [ExpressIndia](#)
- ▶ [Indian Express](#)
- ▶ [Financial Express](#)

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## RezLive 2 to go live by March '09

**Chetan Kapoor** - Ahmedabad

Launched in January 2008 as a dedicated B2B global hotel reservations system of Ahmedabad-based Travel Designer India, RezLive.com will be updated to version two in March 2009. Talking to Express Hospitality, Jaal Shah, its MD said, "Version two will integrate mobile/SMS communication, multiple payment gateway option accepting internet bank transfers, additional inventory of hotels and special offers featured to book last moment deals online."

RezLive.com today facilitates over 500 travel partners in India in addition to seven online portals with its XML/API integrations. In December 2008, it also launched a sightseeing module assisting its members to book 4,500 sightseeing, activities and attractions across 450 cities in addition to book meal vouchers, day transportation pass, leading sightseeing options across key cities on a featured map. In January 2009, an online schedule transfer module also featured on the system. "RezLive.com was launched as an extension of our FIT business enabling our agents to view hotel details, locations on map, share information with their clients and hold or block their reservations on time limit to secure their attentive reservation and plan itineraries for their business and retail clients," Shah explained.

The last two quarters saw the subsidiary achieving growth of over 50 per cent in online bookings and close to 30 per cent in new agents registration. In a time when the trade is witnessing higher focus towards hotel bookings, the existence of old and the emergence of newer B2B reservation players will further add to competition. When asked how the system fares against its competitors, he remarked, "The leading multinational portals are targeting B2C market and online distribution to Indian portals, whereas different booking modes and agent profile - cash, credit, payment gateway and facility to create sub-agents, will allow us to expand our reach to internal B2B segment across India."



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