

# A change for the better

Jaal Shah, Founder, RezLive.com Group, Managing Director, Travel Designer Group, tells **TRAVALTALK** about the company's growth, existing products and new offerings.

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## Q How has the year 2015 been for RezLive so far?

The growth has been dramatic. On an average we are growing 50 per cent year-on-year for the last three years. But most important, we are profitable with a healthy balance sheet and we would keep our focus on growing steadily with sustainability in the years to come.

## Q What are your views on the Indian market, in terms of inbound and outbound?

The global travel industry continues to see significant growth in emerging markets like India and China, both in terms of outbound and domestic travel. This is a trend that is set to continue. The emergence of middle class is a key factor behind the growth, as is the growth in secondary and tertiary cities in India. Better policy implementation from the Centre will also make a huge difference on the Indian travel industry and will benefit both inbound and outbound traffic.



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Founder, RezLive.com Group  
MD, Travel Designer Group

## Q Any new products launched by your company?

We recently launched the new version of RezLive.com and the response about the same from all our markets has been more than encouraging. And in my opinion it's only going to get better. We are also working extremely hard to pump up our inventory and offer more options to our travel partners for different cities at best net rates. Furthermore, we are also working out on few key features that we will be rolling out this year pertaining to RezLive.com.

## Q What is your USP?

We are a cent per cent B2B company that provides our travel partners the option to book hotels, sightseeing and transfers under one interface. When travel agents connect with us they get access to mapped inventory around the world. This is important and is one of our many USPs. We are a very focused organization and as a result of which, we need to be extremely good with our offering-be it inventory, user-friendly interface or rates. 