



## **Cleartrip Company Profile**

Launched in July 2006, Cleartrip is a leading mobile and online travel-cum-leisure company. With over 7 million flight tickets and 1.5 million hotel room nights sold annually through its platform, Cleartrip has established its leadership position in the highly competitive markets of India and the Middle East. Headquartered in Mumbai, Cleartrip also has offices in Bengaluru, Gurgaon, and Dubai.

The need for a platform like Cleartrip was felt by its founders when they witnessed the fragmentation that existed in the Indian travel and hospitality sector. Customers, on one hand, faced several inconveniences and hassles while making their travel arrangements, service providers, on the other, were also unable to optimally capitalize on the massive business opportunity within the Indian market. It was to address this gap between what travelers wanted and what was offered to them that Cleartrip was inceptioned. The vision was clear – to offer its customers the single-most comprehensive travel and leisure experience. It is this consumer-centrism that serves as Cleartrip's USP. Through its intuitive, award-winning mobile and desktop solutions, Cleartrip offers its customers unparalleled convenience, choice, competitive prices and exclusive content.

Putting the customer at the heart of everything it does has reaped major dividends for Cleartrip and has played a huge role in driving its success. It currently sells over 7 million flight tickets and 1.5 million hotel room nights annually. Cleartrip is also amongst the largest online businesses in India in terms of GMV and has the highest capital efficiency ratio in the industry. The company has also recently launched Cleartrip Experiences to become the first global travel tech company of scale to offer users an opportunity to discover and engage in leisure activities and experiences. Under the vertical, Cleartrip curates over 15,000 activities across categories such as outdoor activities, events and F&B, adding another engaging and value-added dimension to its existing portfolio of high-quality travel offerings. In May 2018, it announced expanding the footprint of its integrated travel services to Europe and Southeast Asia through strategic partnerships.

Having introduced several groundbreaking new features and services, Cleartrip has numerous firsts in the online travel industry to its name. Awards and accolades that the platform has won over the years testify to its position as a leading pioneer and innovator. It was awarded 'Best Travel Portal of the Year 2015' by the coveted World Travel Brands 2015 (a Brands Academy initiative). Cleartrip Mobile was listed in Apple's App Store 'Best of 2014' list and also featured as the 'Editor's Pick'. It was named as the 'Best App – Travel & Hospitality' at The Mobies 2013, which honour the best in mobile innovation in the Middle East. Cleartrip was also adjudged as 'Product of the Year 2013' in the Travel Category by Nielsen, and won the coveted WITovation award in the Best Mobile App category in 2016.