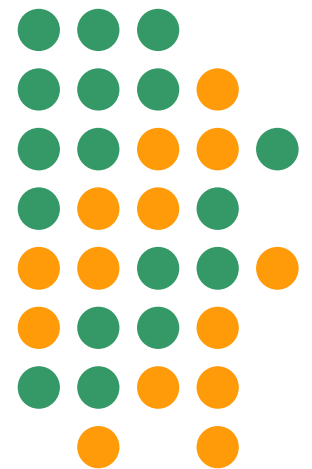


Tripmela.com

Publishing Travel Deals for India





What is Tripmela?

- Tripmela is the only online publisher of travel deals targeting Indian nationals traveling within India and departing internationally from India.
- We are not an online travel agency. We simply aggregate deals available on partner sites and generate attractive leads for these partners.
- Searchmela, our new fare comparison tool, offers a unique model of allowing consumers to compare fares from several online agencies without actually having to visit multiple websites.

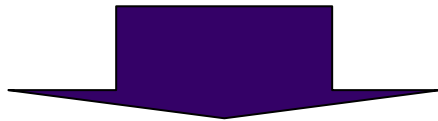


The Problem

Online travel agencies in India are multiplying quickly, with 7 sizable companies seeking market share.

For Travel Companies

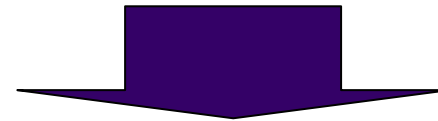
- With growing competition, agencies are battling for customer leads.
- Paid search worked well for a while, but just as in the US, increased competition drives up the average price per click.



- Online travel agencies need to generate qualified leads at a reasonable cost.

For Consumers

- With so many agencies and low cost airlines launching since 2006, airfares are at an all time low.
- As travel shifts online, there has not been a single place to go to learn about deals.



- Consumers want an efficient way to discover great travel discounts.



The Tripmela Opportunity

For Travel Companies

- As a travel-focused site, Tripmela provides leads that will convert at a better rate than leads generated off a search site.
- Compared to banner advertisements, Tripmela's cost-per-click model is more attractive because companies only pay for qualified leads.

For Consumers

- By aggregating the best travel deals in one place, Tripmela becomes consumers' go-to travel resource.
- Searchmela, our new unique fare search tool, allows consumers to compare as many online travel agencies as they'd like without actually having to visit multiple sites.



The Product Today - Deals

Weekly email newsletter listing our top 10 deals of the week.

Featured deals for air, hotel, car and vacation packages.

The screenshot displays the TripMela website interface. At the top left is the TripMela logo. A navigation bar includes links for Home, Airfare, Lodging, Vacations, Flights to India, and Top 10. The main content area is titled "Top Travel Deals for Today" and features several deal listings:

- SOTC's 6 Day Holidays to Great Destinations, from Rs 12,999**: Choices Include Kashmir, Kerala, Himachal, Uttaranchal and Ladakh. Posted today.
- Flights from Hyderabad to Mumbai, Rs 95 (Plus Tax)**: GoAir's Low Fares Won't Be Around Forever. Posted yesterday.
- SpiceJet Special Fares Start at Just Rs 99**: Only Cleartrip Has This Great Deal for Ahmedabad, Bangalore, Chennai and More. Posted yesterday.
- 4-Star Hotels from Sarovar Starting at Rs 2,383 - Meals Included!**: Visit Agra, Mumbai, Corbett, Bangalore and More! Posted 3 days ago.
- 5 Day Thailand Classic Tour, Rs 23,200 -- Includes Airfare from Delhi**: New Lower Price for Popular Tour.

On the left side, there is a "Weekly Newsletter 10 Best Deals" sign-up box with a "GO" button. Below it, there is a section for adding the TripMela widget to social media pages. On the right side, there is a "yatra.com" widget for flight booking, showing options for Round Trip and One Way, with fields for From (Delhi), Going to (Mumbai), Depart, and Return dates, and a "Find Flight" button.



The Product Today – Airfare Comparison (Searchmela)

Consumers enter flight details, then choose which agencies to compare.

Tripmela gets paid per click or per sale generated

The screenshot displays the searchMela website interface. At the top left is the searchMela logo with the tagline "Compare Airfares from All Your Favorite Sites". At the top right is the tripMela logo with "Powered By" underneath. The main heading is "COMPARE FARES ON FLIGHTS". The interface is divided into two steps: "Step 1: Enter Flight Details" and "Step 2: Find the Best Price".

Step 1: Enter Flight Details

- From: Bangalore
- To: Delhi
- Depart: May 11, 2008
- Return: May 14, 2008
- Adults: 1
- Ticket type: Round Trip
- Cabin Class: Economy

Step 2: Find the Best Price

Four travel agencies are listed with search buttons:

- cleartrip.com (makingtravelsimple) - Search Cleartrip
- yatra.com (smarter way to travel) - Search Yatra
- make my trip.com (wish + click + go) - Search MakeMyTrip
- travelguru™ (India's Largest Hotel Network) - Search TravelGuru

At the bottom, it states "POWERED BY searchMela is powered by Tripmela, India's only site for travel deals. Compare prices on flights or flights from any other cities in India."



The Business Model

Tripmela's business model of lead generation through travel newsletters and fare comparison is proven in the US

- Travelzoo (Nasdaq: TZOO) has been extremely successful in the US providing leads to online travel companies. The company's revenue more than doubled from 2004 to 2007 reaching \$78 million.
- Competitors such as Sherman's Travel and SmarterTravel (owned by IAC) have also been successful, as online travel agencies seek cost effective methods of acquiring customers.
- Tripmela's model is a mix of cost-per-lead, commission, and fee-for-placement, which gives our advertisers a choice in how they work with the company.



India's Travel and Internet Growth Are Just Beginning

First Mover Can Capture a Rapidly Growing Market

- 2005: 38 Million Internet Users in India
2007: 100 Million Internet Users in India¹
- Online travel revenue expected to grow 30-35% each year through 2011.² while online travel bookings expected to grow to \$2 billion by 2008.³

More Air Travel Than Ever:

- 2006 saw 40% growth in Indian air traffic, with 25% annual growth projected thru 2015.¹
- More aircraft on order in India than any other country.
- Lowfare airlines make up 50% of market.

¹ Internet & Mobile Association of India

² Wall Street Journal, August 3, 2006

³ PhoCusWright



Early Success

Paying Clients:

- Online Travel Agencies, including Cleartrip, one of India's largest.



YOUR TRAVEL PARTNER FOR INDIA



Customer Acquisition:

- Extremely focused on driving cost-effective leads through online ad networks in India. Q2 '08 acquisition costs are less than half that of Travelzoo.
- Since March re-launch, we have acquired 90,000 email newsletter subscribers, to grow our list to more than 100,000 total subscribers.



Early Success

Product:

- Launched Searchmela fare comparison tool to increase barriers to entry by newcomers.
- Re-designed website and re-built website technology to prepare for growth

Media Exposure:

- Hired a PR staff member in Delhi to help reach Indian press.
- Business India 2.0 (3.08): “Interview with Jared Blank CEO - Tripmela.com - Indian Travel cheap deal aggregator”
- Asia Times (31.5.07): “Another online travel retailer, TripMela.com, announced a partnership with Travellab , a top European search portal, for a travel metasearch tool focusing on the Indian travel market. This will offer access to online air ticketing and travel bookings through travel agencies.”
- Economic Times (19.1.07): “Tripmela, US-based website, targeting Indian market, is also eyeing Indian travel. ‘Indian online travel market has great potential which we want to capture,’ says Jared Blank, CEO, Tripmela.com.”



Pro Forma Income Statement

Tripmela Forecast Profitable in Year 2009, With \$12 Million in Revenue in 2013

	2009	2010	2011	2012	2013
Revenue	\$1,626,195	\$3,545,253	\$5,856,011	\$8,716,347	\$12,176,356
Marketing Spend	\$1,009,248	\$1,700,454	\$2,576,879	\$4,265,309	\$6,404,855
Other SGA	\$325,239	\$709,051	\$1,171,202	\$1,743,269	\$2,435,271
Tech Investments	\$48,786	\$106,358	\$175,860	\$261,490	\$365,291
EBITDA	\$242,922	\$1,029,391	\$1,932,250	\$2,446,278	\$2,970,939



Tripmela Update Since Seed Funding (12/07)

- Re-launched site with new design and enhanced technology
- Launched airfare search tool – Increases barriers to entry
- Grew email list to 100,000 subscribers at the end of June
- Optimized cost-per-subscriber to \$1.20 (Well below Travelzoo's cost)
- Created deals widget to syndicate content – 50 people have placed Tripmela's deals on their own websites
- Created the Tripmela Blog with daily updates about the Indian travel industry
- Hired PR Manager in India; Hiring Sales Manager in India



Details of Funding

Angel Round Seeks \$700,000 in Financing in Exchange for Equity

Funds Used:

- To fuel marketing: we see a first-mover window of opportunity to quickly grow our email list and customer base at a reasonable cost. Our current acquisition strategy has been successful and will benefit from greater spend.
- To hire two sales people in India to further develop existing partner and client relationships and to prospect new opportunities.
- To pay CEO to work full-time to manage all aspects of the organization.



Tripmela's Founders

Founding Team Has 15+ Years of Online Travel Experience

Jared Blank

- Formerly Senior Travel Analyst at Jupiter Research
- Was Senior Director of e-Commerce Marketing at Tommy Hilfiger, where he built Hilfiger's first e-commerce site and online marketing strategy.
- Quoted widely in the business and popular press, including the Wall Street Journal, New York Times, CNBC and NPR.

Vikram Sehgal

- Research Director and Senior Analyst at Jupiter Research, a leading online research firm. He is an expert in consumer online purchasing behavior and is responsible for forecasting online commerce trends and maintains a particular focus on the travel market.
- Vikram has been quoted in the business press, including Business Week, Bloomberg, Crain's, and Media Post.



Contact

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