

IN CONVERSATION WITH

BHARAT BHUSHAN ATREE

By Rohit Ashok

Bharat Bhushan Atree is the Managing Director of Caper Travel Pvt. Ltd. Caper Travel promotes India as the go-to destination for travellers from across the globe. The five times National Tourism Award Winner, Caper Travel Company Pvt. Ltd, is India's leading Inbound Travel Solution Company. Company is into comprehensive travel solutions for leisure, group, charters & small business travelers, backed by real-time websites & unmatched products. Caper Travel is based in New Delhi and has offices in Goa, London and California. Caper Travel promotes India as the go-to destination for travellers from across the globe.

Tell us something about Caper Travel and its journey till now.

Caper Travel is an Award Winning Tour Operator with diverse interest in hospitality, aviation, travel tour operation and IT (Travel Technology Solutions).

Acknowledged by industry peers as India's leading Destination Management Company, Caper Travel provides unlimited travel options backed by real-time websites and unmatched products. Our state-of-the-art infrastructure coupled with our



in-house IT SBU, as well as an excellent network of ground-handling agents covering the Indian subcontinent has ensured our remarkable growth year on year. With a combined experience of more than 100 years, our 300-plus team includes destinations experts, multi-lingual sales & operations team and tour managers. We have our offices across the country as well as international representative offices covering five continents. Our seven SBUs—Aamantaran Travel, Aayan Journeys, Easyhols, Era Hospitality, Hi-life Tours, Jet Concepts and Softtix, —include the hospitality sector, ground handlers for aviation, ticketing services, travel technology, online travel portal; a comprehensive travel-related services under one roof. MICE, leisure, theme-based, bespoke luxury, Ayurveda, cultural tours, safaris, adventure trips, religious circuits—no one beats Caper Travel in discovering the country that is Incredible India! We are winner of 5 times National Tourism awards, among the top three operators and handle about 10,0000/- tourists each year and number is growing.

What is your unique marketing strategy?

Our USP has been quality services at very competitive price. We ensure that our travellers get values for money spent and go back with unique experiences and memorable holidays.



We participate in Travel Shows in all the potential international markets and undertake marketing visit to develop and foster partnership -targeting mass tourists as well as niche markets.

As lots of Travel Solution Companies are entering in Indian market, do you foresee any competition from them?

Yes, many Travel Solution Companies and OTAs have come into the Indian Market with loads of funding from VCs and strong technological back up. Especially in accommodation segment, competition is growing and they get the hotel inventory and prices on real time basis and based on demand and supply, competitive rates are offered. This gives travelers opportunities to look online, compare and book.

On many occasions these OTAs are discounting from their marketing budget

or to enlarge their market share or to penetrate offering lucrative deals and offers. All these OTAs are currently into big losses but for the end travellers they are enjoying better deals. But as far as Tour Operation is concerned impact is relatively less as lot of planning, experiences and activities are involved which require human interface hence OTAs are not as successful in this domain as accommodation booking.

Do you see any threat from your competitors?

We do not see any big threat from our competitors but competition makes us attentive, agile and ready to meet the challenges of the day and cope with the situations. It makes us ready to move with the time, keep ourselves updated. We constantly train our human resources and upgrade our technology.

What is the USP of your

brand?

Our mantra has been - Holidays for Once, Memories for a Lifetime and Quality Services at very competitive price. Our USP is technology assisted solution to simplify process which allow us to offer services at competitive rates without comprising the quality of services.

What is your investment plan?

We have big investment plan in infrastructure, training and technology. We have just moved to a new state of the art corporate office in Gurgaon where all our SBUs are under one roof.

This move will help us to have synergy, consolidation, sharing of resources and better monitoring and controlling. We have invested and are further investing in technology and training our human resources to meet all the new challenges. We have also invested and diversifying into other verticals like domestic, outbound, Mice and technology.

Any additional Information that you would like to share with the readers:

India has a great potential to attract discerning travellers from all over the world but we need to focus on our infrastructure, friendly tourism policies, simplification of taxes, easy visa process and above all a friendly and peaceful atmosphere. So there should be well coordination and between different central and state agencies, Tourism should be a priority for central and state governments, keeping the monuments and city clean, proper signages, clean toilet facilities, receptive people and focused marketing India as a destination in international markets. □

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