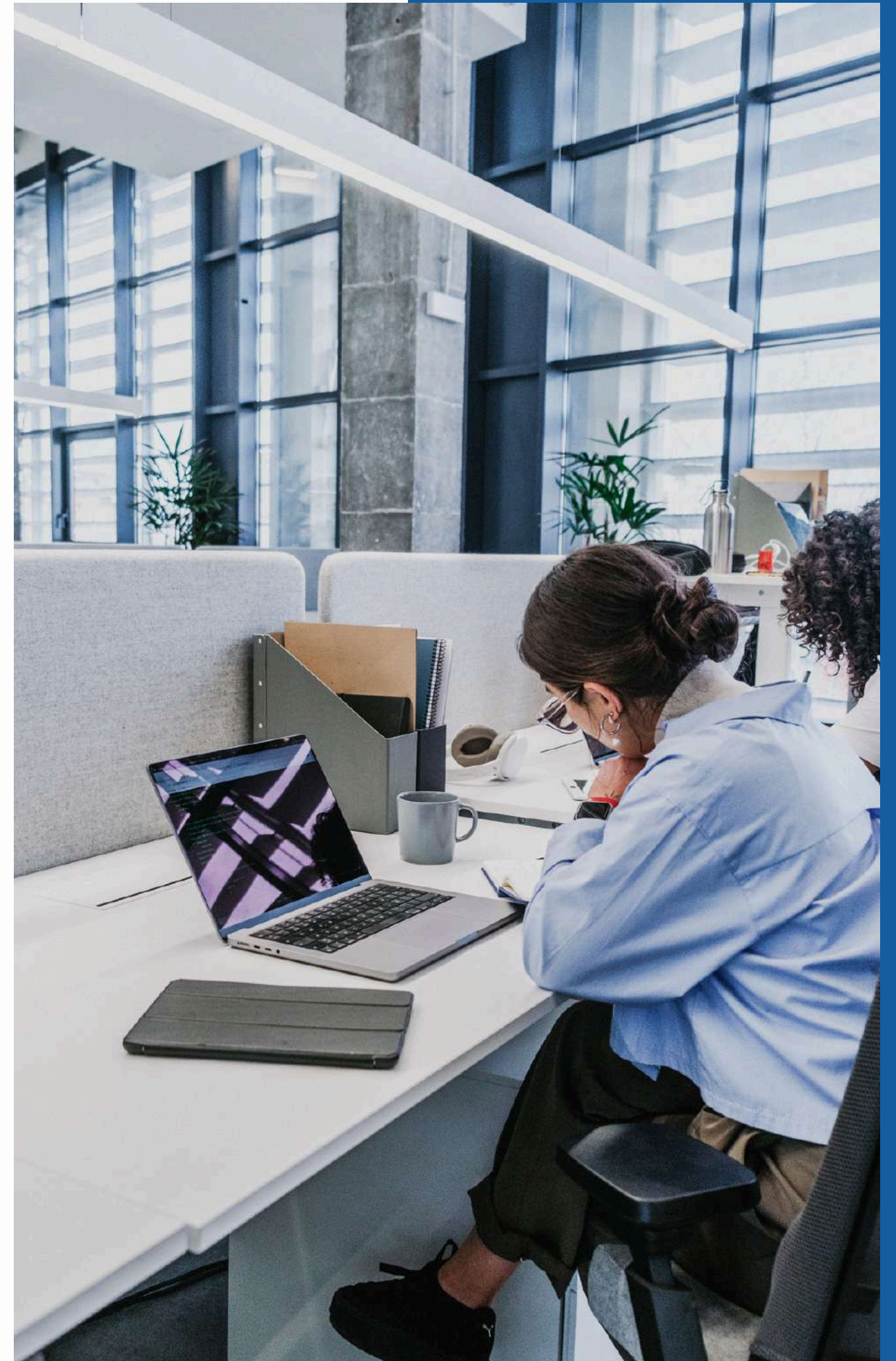# Bharat Travify

An AI trip planner with real-time updates and a swipe feature that connects travelers for personalized and engaging travel experiences
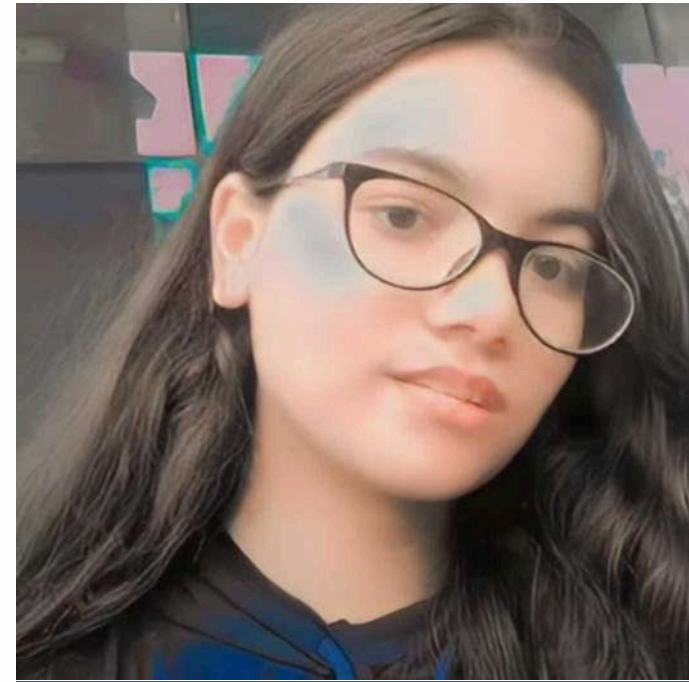
Overview

Our Team

Siddhesh Rajgure
CEO & Founder

Sohan Kumar
Project manager

Mubina Syed
Co Founder

Raj Patkar
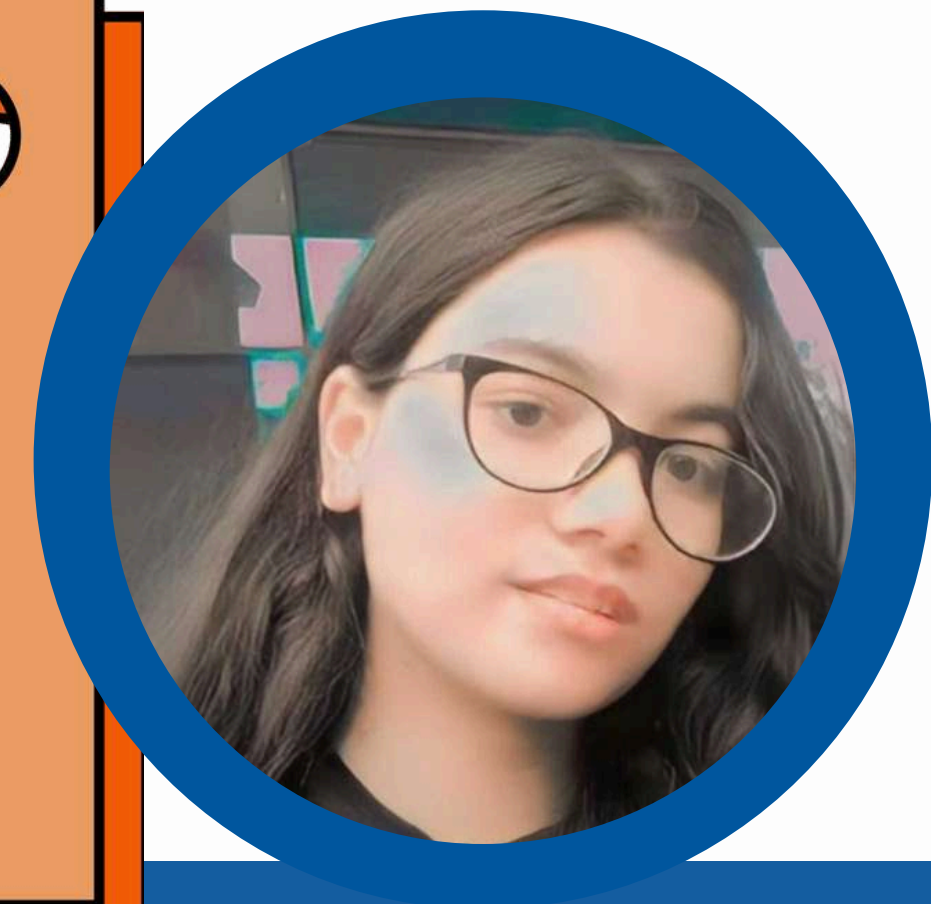IT Expert

Kavya Telavane
Marketing Head

Siddhesh Rajgure is a remarkable individual characterized by his keen observational skills and boundless enthusiasm. He is a fountain of innovative ideas, always thinking outside the box and bringing fresh perspectives to any project he undertakes. With the courage to pursue his passions relentlessly, Siddhesh is never afraid to take risks and explore new territories. His keen interest in actively doing things and making a difference sets him apart as a dynamic and inspiring figure, always ready to turn his ideas into reality and make a meaningful impact.

Sohan Kumar is a distinguished leader known for his exceptional management skills and compassionate nature. As a scholar, he brings a depth of knowledge and expertise to his field, consistently striving for excellence and inspiring those around him. Sohan's leadership is marked by her ability to guide and motivate teams with a blend of strategic vision and empathy. His kind and helpful demeanor fosters a supportive environment, making him a respected and beloved figure among colleagues and peers.

Mubina Syed is a proactive and enthusiastic individual who brings a vibrant energy to every endeavor. Her friendly nature makes her approachable and easy to connect with, fostering strong relationships with those around her. Mubina is exceptionally resourceful, always finding creative solutions to challenges and maximizing the potential of available resources. Her helpful attitude ensures that she is always ready to assist others, making her a valued and trusted member of any team.

Raj Patkar is a computer expert renowned for his creativity and technical prowess. His polite and courteous nature makes him approachable and easy to work with, while his kind and helpful demeanor ensures that he is always ready to assist others with their technological needs. Raj's creativity shines through in his innovative solutions and ideas, consistently pushing the boundaries of what's possible in the digital realm. His combination of expertise and empathy makes him a valued and respected member of any team.

Kavya Telavane is a genuinely polite and down-to-earth individual, known for his remarkable ability to forge relationships effortlessly. His kind and approachable nature endears him to everyone he meets, creating an extensive network of connections in both personal and professional circles. Kavya's authenticity and warmth make him a trusted friend and a valued colleague, always ready to offer support and build meaningful connections wherever he goes.

Why Customers Need Bharat Travify

Travel planning can be overwhelming and time-consuming, especially for solo and group travelers with diverse preferences and requirements. Current solutions often lack personalization, flexibility, and community engagement, leading to inefficiencies and suboptimal travel experiences.

Manual Research and Planning:
- Travelers spend hours researching destinations, accommodations, activities, and dining options.

Generic Itinerary Templates:
- Existing travel planning tools often offer one-size-fits-all itineraries.

Inflexible Plans:
- Traditional itineraries are static, making it difficult to adapt plans on the go.

Limited Community Engagement:
- Finding like-minded travel companions or local insights is challenging.

How Bharat Travify is a Better Solution:

Bharat Travify simplifies travel planning, enhances the travel experience, and fosters a sense of community among travelers. By providing personalized, comprehensive, and flexible travel solutions, we address key pain points and transform the way people plan and enjoy their trips.

Number of Travelers in India:

- Domestic Travel: India sees a significant amount of domestic travel annually. In recent years, estimates suggest around 1.3 billion domestic trips are made each year.
International Travel: In 2023, around 20-25 million Indian travelers went abroad, according to various tourism reports.

Internet Usage for Travel Planning:

A large portion of travelers in India use the internet to plan and book their travel. As of 2024, around 60-70% of travelers use online platforms for researching and booking travel arrangements.

Expenditure on Travel Planning:

According to the Ministry of Tourism, the average expenditure per domestic trip in India is estimated to be around ₹8,000-₹10,000 (approx. $100-$130) including travel, accommodation, and activities.

Spending on Online Travel Services:

As of recent reports, a small but growing percentage of travelers are willing to pay for premium travel services. Premium subscription models for travel planning apps can range from ₹500-₹2,000

Uniqueness

AI-Generated Itineraries:

Users input preferences (travelers, budget, days, location), platform generates tailored itineraries including accommodations, transport, dining, and activities.

REAL-TIME UPDATES

Real-Time Plan Updates & Customization:

Our platform simplifies travel planning with dynamic itinerary adjustments that update automatically based on location changes or extended stays. Travelers can customize plans on the go. We enhance the travel experience and foster community with personalized, flexible solutions, transforming trip planning and enjoyment.

Swipe Feature for Itineraries:

Swipe through itinerary options and easily select your perfect travel plan, making planning engaging and enjoyable.

Community Features

Community Feature:

Find like-minded solo travelers through a curated list and chat to plan trips together, enhancing the social aspect of travel.

Business Model

Subscription Model

Travelers will pay 500-2000 rupees/month to the platform for premium features such as advanced itinerary customization, exclusive deals, ad-free experience, priority customer support, and enhanced community features

Partnerships and Collaborations

Partner Brands Negotiated referral fees or commissions, typically $50 - $500 per successful referral to get access to our user base for offering travel-related products and services, such as exclusive travel rewards, reservations, etc.

Advertisements:

Advertisers (Travel-Related Brands, Local Businesses) will play $500 - $10,000 per campaign depending on the duration and placement of ads to get access to a targeted audience of travelers who are actively planning their trips, increasing the likelihood of engagement and conversion.

Market size

48 Billion USD+

17.4 Billion USD+

1.7 Billion USD+

TRAVEL MARKET

ONLINE TRAVEL MARKET

TRIPS W/ BHARAT TRAVIFY

TAM

SAM

SHARE MARKET

COMPETITIVE LANDSCAPE

Arowwai
Industries

POTIENTIAL COMPETITORS
IN FUTURE

make **my** trip Booking.com

DYORD
Design Your Day

LaYLa
Your personal travel advisor

OUR COMPETITIVE STRATEGY

We will leverage user-generated content and local insights to keep operational costs low

Partner with travel influencers who resonate with your target market. Have them promote your app to their followers

Implement a freemium model with premium features for additional revenue streams

Leverage social media platforms to reach your target market of millennials and Gen Z. Share engaging content showcasing your unique features.

DIFFERENTIATION

- **Real-time updates:** Providing real-time information to users sets you apart from traditional trip planning methods. Users can rely on your app for the most current details.

- **Customized itineraries:** Allowing users to input their preferences and creating tailored itineraries caters to individual needs. This personalization is valuable.

- **Comprehensive information:** Offering accurate details on locations, budgets, transportation, hotels, and restaurants in one place is a major convenience for users. Consolidating this data saves time.

- **Swiping feature for solo travelers:** Enabling solo travelers to find companions through your app adds a social element. This feature fills an unmet need.

Funding Needs

(Total Minimum Cost: ₹10,50,000 - ₹23,00,000)

Data Collection and Processing:
Cost: ₹2,00,000 - ₹5,00,000
Description: Gathering and processing the data needed to train AI models, such as user preferences, travel data, and other relevant information.

Cloud Services (e.g., AWS, Google Cloud, Azure):
Cost: ₹1,00,000 - ₹2,00,000
Description: Using cloud platforms for AI model training, deployment, and scalability.

Bharat Travify

Domain Name:
Cost: ₹500 - ₹1,500 per year
Description: Registering a domain name for the website.

Legal and Compliance:
Cost: ₹2,00,000 - ₹3,00,000
Description: Legal services for terms of service, privacy policies, and regulatory compliance.

Maintenance and Support:
Cost: ₹1,00,000 - ₹2,00,000 per year
Description: Platform maintenance, updates, and customer support services.

API Integration:
Cost: ₹1,00,000 - ₹3,00,000
Description: Integrating third-party APIs like Google Places, Skyscanner, and others to provide real-time data and enhance personalization.

Contingency:
Cost: ₹1,00,000 - ₹2,00,000
Description: Reserved for unexpected expenses and adjustments during development and launch.

THANK YOU!

Siddhesh Rajgure

CEO & Founder