



Passage 2 India

REPRESENTATION | PR | MARKETING

Exclusive Representative,
PR & Marketing Partner



OUR STORY

We provide bespoke hospitality services that creates strong brand awareness and more importantly, increase financial returns. We help companies thrive from strength to strength through sustained, incremental growth.

Passage2India offers a pioneering business model to our partners – the option to completely outsource their sales and marketing function.

When offering this service to our customers, P2I fully integrates to take on the role of Sales & Marketing Director with the same accountabilities as an in-house team, with all areas covered from strategy inception to tactical delivery.

When fully outsourcing sales and marketing to P2I, the marketing team will not only create strategy, but also deliver it. This cohesive approach sees the professionalism of P2I applied from the conception of an idea through to the end result.



Passage2India brings together, for the first time, a peerless partnership of such farsighted professionals with a varied experience in hospitality philosophies that have inspired enormous loyalty and respect around the globe.

A group of passionate sales and marketing professionals came together to create a unique outbound/inbound platform in the region.

We boast over 50 years of experience in the market.

We value our clients' diversity, as much as we appreciate that each challenge requires an individual personalized solution. We boast over 50 years of experience in the market.

The mission is truly lived in practical terms with a diverse and unique portfolio of Passage2India's operational disciplines.



MEET OUR TEAM



GANESH KAMATH
founder and chief executive officer

Consummate hotelier with over 20 years experience in the hospitality industry specializes in heading Sales & Marketing with leading hotel chains and promoting UAE as a destination.

Excellent expertise in launching Brands in Global Markets & developing business in new markets through multiple segments. Highly result oriented with an eye for detail, well experienced in creating and building world class sales force. Leading from the front and committed to ensure consumer satisfaction, exceeding expectations of Owners and Shareholders while ensuring delivery of quality.

Strong organizer motivator & provider of decisive leadership to the team to achieve their goals.



DINESH MADHAVAN
chief commercial officer

A Dynamic and result-oriented hotelier with twenty years experience in the hospitality industry possessing a solid drive for top decision-making responsibilities. He specializes in the Corporate, MICE and Wedding business and has successfully promoted these segments in the International and Domestic markets.

Strong analytical and problem-solving capability combined with a solid understanding of financial plans and the ability to communicate to individuals at all levels of the organization. Strategic thinker with well-developed business acumen and the ability to measure trends and evaluate the success of all business metrics.

Vastly exposed to a multi-cultural work environment with solid experience in sales, marketing, revenue, development, leisure, entertainment and operations driving overall targets culminating in quantifiable financial results.



ANJALIE KAMATH
chief marketing officer

A passionate hospitality specialist with an enigmatic and charming personality having a deep sense of understanding of the India Tourism essence.

Having been associated with multiple PR & Developmental projects in her area of expertise Anjalie has developed a natural flair to identify and launch productive campaigns.



MEET OUR TEAM



DAXESH BADHEKA
chief executive officer

Daxesh is a pioneer of luxury travel in India. He joined the team with the aim of helping and understanding the minds of luxury clients in India.

Daxesh comes with an experience of over 15 years in travel industry and has worked in influential positions in companies like Mercury Travels, COX and Kings etc. He is equipped with an extensive portfolio of knowledge, he aims to help clients in organizing unique travel experiences that will alter their perception and change the way they travel.

Daxesh loves to travel and has himself traveled and stayed at some of the best and unique places in the world!



VENKY SHANBHAG
director- business development

A hotelier specialized in sales offering experience of over 15 years a dynamic individual who brings a lot of positivity to his work and inspires the people around him to do well and reach their potential.

Highly motivated self-starter and constant zest to beat expectation. A reliable and committed team player, he has been instrumental in developing the FIT business across all accounts.



EXTENDED SALES TEAM

For each of our partner hotel, destination or exclusive service provider we develop a detailed sales & marketing plan, with tangible sales KPI's

The experienced sales associates will actively source and pitch for business to meet desired targets for each of our clients

We are an extension of your Sales & Marketing team and we provide access to a great network of key contacts, varying from Travel Managers, Concierge Companies, Luxury Tour Operators, Incentive Agencies and Wedding Planners.

OUR KEY OFFERINGS:

- **Sales & Marketing Management**

Passage2India is respected as the pioneer of outsourced sales and marketing management for hotels in the luxury, business and resorts segments, as well as offering a full range of marketing and public relations.

We develop and lead sales & marketing team to maximise revenues to their hotels and engage with them to increase productivity from key segments like corporate, leisure, wedding and meetings.

Our objective is to provide leadership and guidance to the sales & marketing teams to achieve sustained growth through strategic initiatives.

- **Shared Business Solutions**

The team at Passage2India would also be responsible for hand holding existing sales teams in operational hotels and guide them to achieve revenue growth on a yearly basis.

- **Representation**

Sales Representation in the Indian market requires expertise, professionalism, and industry know-how, our sales teams are well-networked in the industry to increase awareness within their carefully curated client base.

Through a combination of strategic and tactical methods, we have a long, proven track record of increasing revenue for our clients in the Indian markets. With your specific goals in mind, we will create an integrated and comprehensive full service sales and marketing program to maximize revenue potential within new or existing markets.

- **Revenue Management**

The application of disciplined analytics that is used to predict the behaviour of the consumer at the macro market level is referred to as revenue management. It also optimizes the availability of the product and the price to maximize the revenue growth.

MARKETING DEPARTMENT

Whether to develop your brands' strong presence in the sales territory, generate foot traffic or create brand awareness, our highly skilled and motivated team will help you with successful marketing communication solutions.

From brand identity, concept and design development, we will work with you on every creative challenge to bring in new ideas in a 360 approach.



Brand Consultancy

- Brand Strategy
- Visual Identity
- Brand Proposition and Guidelines Strategic Marketing Planning
- Communication Plan
- Advertising Plan
- Management of Media Relationships

Creative Services

- Brand Consultancy
- ATL and BTL Campaigns
- Brochures/Leaflets/Catalogues/ Newsletters
- Packaging and Point of Sale Merchandising
- PR & Communications Photo Shoots Activation events



WE PRESENT



- Stand-alone & multinational hotels with potential customers and guests from across the globe.
- Tour operators interested in the Indian market representation.
- Luxury Villa and Apartment owners.
- Vacation clubs/ Hotels time share, targeting families from the Indian region.
- Medical and healthcare service providers focused on growing medical tourism from the Indian market.

OUR COVERAGE

- MUMBAI
- NEW DELHI
- BENGALURU
- CHENNAI
- KOLKATA
- AHMEDABAD
- PUNE



WHY INDIA?

According to UNWTO, this is the fastest growing tourist generating region in the world, with outbound travel quadrupling in the last twenty years.

India will account for 65 million outbound tourists by 2022.

The Indian outbound numbers have been growing at an average annual growth rate of 10-12 percent over the last seven years.

TRAVELLERS PROFILE

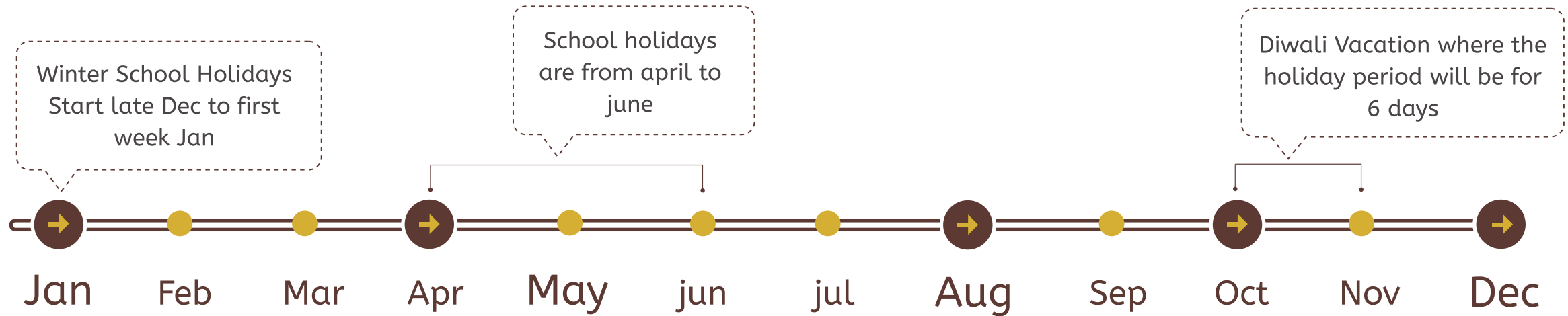
Reasons for travel: 33% leisure (culture & history, shopping and family travel), 36% VFR and 24% travel for business

The Indian travellers spend up to 20% more when compared to other leisure travellers and tend to stay longer in the chosen destination.

Middle East, Europe, South East Asia, USA and Australia are the preferred destinations for medium and long term stays.



TRAVEL SEASONS FROM THE INDIAN MARKET



Outbound travel seasons are expected in December/January and April/May period, due to the school holidays in the region.

School holidays begin in April/May therefore business travelling seasons will be during the months of June to end December and then from January to March.

In addition to all of the above, it is important to mention that main corporate and government delegation travel period is between April to September and October to March.

WHY WORK WITH US?

The background of the slide features a blurred image of a person in a dark suit and white shirt. Overlaid on this is a large, bright white arrow pointing upwards, which is being pointed at by a hand from the right side. The bottom of the slide is filled with a pattern of many smaller, semi-transparent blue arrows, all pointing upwards, creating a sense of growth and progress.

Consistent and continuous representation services in the market, acting as dedicated “point of contact” for all Trade, Corporate, and Travel customers.

Unique concept of fully operational sales office, with experienced sales experts and established sales networks in the region actively selling your products, your destination or your exclusive services to corporate and individual customers.

Experienced marketing team with proven success in the region with deep knowledge of local communication channels.

A close-up photograph of a hand in a dark blue suit jacket and white shirt cuff, holding a gold coin between the thumb and index finger. The hand is positioned above a small, light pink piggy bank. The background is blurred, showing more stacks of coins on a surface. The text 'YOUR INVESTMENT' is overlaid in large white letters.

YOUR INVESTMENT

Monthly retainer fee that covers agreed scope of work.

Materialized business generated by Passage2India is subject to a commission structure.

Marketing campaigns, Digital and Social Media exposure, events, activations and production of creative assets are subject to separate charge.

THANK YOU

Please contact us for a customized
detailed proposal.
We are looking forward to discussing
your business
opportunities for India.



Passage 2 India

REPRESENTATION | PR | MARKETING



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