

Hottest news from Meet-The-Press

You came and spilled the beans. Here is the news IT&CMA/CTW Asia-Pacific Official Show Daily editor, **Raini Hamdi**, assistant editor, **Wrisney Tan** and reporter, **Sirima Eamtako**, picked up at the luncheon. If your story appears here, well done – you have news sense!

Lionel launches US\$2 million venture

Bangalore-Based Lionel India today launched a US\$2 million venture, Lionel Offshore, an offshore business travel assistance division that provides outsourcing services in client management to international travel companies.

Lionel Offshore, based in New Delhi, will offer offshore TMC services including air ticketing, hotel and car reservations, global travel policy compliance and exception reporting, management information systems, strategic vendor

contracting services and managing international and domestic MICE events. Another branch will be set up in Bangalore next month.

In the last nine months, the company has been trying out customer models with one of the biggest global technology providers in India and two conferences.

CEO, Mr Gaurav Sundaram, said: "We've taken time to make sure the model works and analysed the Internet versus GDS.

"We found that less than 20 per cent of Internet fares were cheaper than GDS fares.

"They are also less transparent with many hidden costs such as cancellation charges."

The company is targeting global MNCs, Indian transnational companies, international TMCs and global conference and MICE organisers. It has four confirmed launch customers and expects to have 10 by the second quarter of 2007.



Gaurav: we've done our homework.