

**Message from Faculty Mentor:**

"Dear Reader,

The fourth issue of UDYOGPATRA has been released. The members of UDDYOMI, E-Cell of Calcutta Business School are thankful to all the readers for their valued support.

As a part of this ongoing process and initiative, we had organised our QUIZ SERIES 3 on June 15, 2019. 12 students participated in this event. Ms. Sucharita Sarkar, Ms. Sujata Sharma, Mr Raj Paul and Mr. Sarbasis Abhishek Nanda. On behalf of UDDYOMI, E-Cell of Calcutta Business School, I congratulate all of them.

Looking forward to more participation in making the Quiz and UDYOGPATRA a great success

Happy reading."

**Dr. Pinaki Ranjan Bhattacharyya**  
Associate Professor - Marketing and  
Faculty in-Charge, E-Cell

**APP-BASED DISCOVERY PLATFORM  
TRAVELLERPASS ENTERS INDIA.  
HERE'S HOW IT CAN HELP YOU  
EXPLORE YOUR CITY**

You can live your entire life in one place and still not know it completely. But if you are a resident of Bengaluru, TravellerPass may help you correct that. The global app-based discovery platform will give residents and travellers access to the best offers at restaurants, beauty and spa treatments, leisure activities, and lifestyle zones across Bengaluru.

Recently launched in India, TravellerPass, UAE's biggest app-based discovery platform, now aims to be India's one-stop-shop for discount discovery for dining, entertainment,



wellness, and shopping, along with short-term offers and packages.

Speaking at the launch, Matt Philips, Founder and CEO, TravellerPass, said, "We plan to enter 20 cities in India by 2021 after Bengaluru, followed by Mumbai and Delhi."

TravellerPass is backed by IMC Holding, a Dubai-based Integrated Marketing Consultancy established in 2003, and is considered a market leader in loyalty marketing and digital innovation in the Middle East. It is a mobile app with access to over 1,000 experiences globally with flat discounts across four categories - dining, leisure, retail, and wellness.

TravellerPass works on a subscription model and Indian customers can have access to all their offers at a promotional pricing of Rs 999 for a period of one year. The TravellerPass app is available on iOS and Android. It will also have a WhatsApp helpline number for customers facing difficulties in

registration, usage, and redemption, ensuring enhanced customer experience.

As a launch offer, one can download the app for free till June 30, 2019, by using a membership code (201906) to activate a complimentary membership for a year. After June 30, users have to pay Rs 999 for a year or Rs 99 per month for using the app.

It has tied up with businesses like Cafe Noir, Watson's, Millers 46, The Park and Lemon Tree Hotels in Bengaluru so far, and lists around 184 offers on its app. The company has a presence in the UAE, Oman, Qatar, Bahrain, Saudi Arabia, and India.

The startup's revenue model operates on a membership scheme, but it also has a B2B offering.

TravellerPass claims to have generated about \$2 million revenue globally in 2017 and over \$5 million in 2018, and estimates to touch over \$10 million this year.

LBB is currently present across eight cities in India, including Delhi, Mumbai, Bengaluru, Pune, Kolkata, Hyderabad, Goa, and Chennai.

### **THIS PROFITABLE STARTUP VENTURED INTO INVESTMENT MODE TO CONQUER A NEW TARGET: FINTECH**

Change is the only constant - a philosophy that fits very well with software product company Kuliza Technologies. The Bengaluru-headquartered company, which had a profitable operation, dared to break out from its comfort zone to get into investment mode by incurring losses to make a mark in a completely new domain - fintech.

Founded in 2006, Kuliza always built cutting-edge software technology and products for Indian startups in what is called as outsourced product development (OPD). However, the company, which built over 150 products for various companies, including the likes of Flipkart, Quikr, and Urban Ladder to name a few, always felt the need to evolve to the next level.

After 10 years of its existence as a technology company, Kuliza decided to foray into the financial services industry with a specific focus on the lending segment.

Today, the startup's platform - Lend.in - enables digital process automation and allows for various AI applications to sit on the platform.

The company started marketing the product in September 2017, and bagged its first client in April 2018. Kuliza has garnered \$4 million in product booked revenue till date.

At present, the company has nine clients under its belt, including certain marquee Indian financial institutions such as Aditya Birla Finance, HDFC Life, Coverfox, Capital First, Birla Sun Life Mutual Fund, and UTI Mutual Fund.

Kuliza developed a software platform, Lend.in, based on low code. A low code platform is where one can build applications without having to write code.

The lending software platform has three vital elements - digital process automation, low code platform, and digital decisioning system. This

essentially means financial services institutions can come out with their lending products very quickly as everything is done digitally.

In April this year, Kuliza raised \$3 million funding from Silicon Valley-based venture capitalist Emergent Ventures, which will be largely used to fuel its R&D activity for its flagship product - Lend.in. It also received seed funding from Blume Ventures way back in 2013.

In the last one year, Kuliza has added 60 percent more employees to its team. The company is also expecting to see 70 to 75 percent rise in revenue in the current financial year. As it is still in the investment mode, Kuliza is yet to make profits.

### HOW AIRBUS BIZLAB ACCELERATED HEY FLYER WANTS TO BE THE TRAVEL BUDDY YOU CAN'T DO WITHOUT

Swanky shopping arcades, quirky cafes, and multiple boarding gates - all international airports and journeys seem the same to frequent flyers. But Dubai-based Hey Flyer wants to simplify the flying experience. It was founded by Mandip Kanjiya and Jai Tolani in 2017.

The Hey Flyer app, originally pegged as a networking platform for frequent flyers, aims to enhance a passenger's journey through an integrated travel experience. It functions as an aggregator of sorts, assimilating information from over 2,000 airports globally. This includes flight information, data relating to airport parking, public transport, shopping, and dining options available at airports, and an array of in-flight solutions.

They started off with an investment of \$50,000 in a mix of cash and resources. With

the rebranding, the Hey Flyer team was also able to add a lot more functionality.

A year since, their startup has grown, and they signed up their first customer - a Bengaluru-based airline - just last month. The Hey Flyer team at present has 11 full-time members, and another seven-eight people for project-based work.

The app continues to engage users during their free time at the airport by allowing them to set up meetings with fellow passengers; they can connect with like-minded travellers and even meet them during a layover.

Growing at 18.28 percent year-on-year, India's domestic passenger traffic reached 243 million in the fiscal year ending 2018. Internationally, this number rose to 65.48 million in FY18. It is estimated that by 2024 India's aviation market will become the third largest in terms of air passengers, after crossing the UK.

Hey Flyer is currently working to increase its customer base and association with airlines and airports across the globe. For this, the bootstrapped company has branched out its offering under the broad heads of "Passengers", "Airports", "Airlines", and their "Partners".



### TEAM UDDYOMI

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