

About US

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Being active members of such a varied and nationally recognized list of associations, the Company ensures operations with complete transparency while striving to provide the highest level of customer satisfaction. As part of multinational travel management group, we have steadily built a strong network of over 3000+ agents who actively do business with us. This helps our clients in terms of price advantage as well as in service levels. The Company is represented by an incredibly knowledgeable and energetic staff that cares about the travel requirements of our clients. Our staff is certified specialists of over 40 global destinations. Having a point of presence in eleven cities across India through 19 offices, we cover the vast geography of India like no other travel management company.

About Bonton Group Bonton Tours & Travels LLC, Dubai Bonton Tours & Travels LLC has been established in Dubai, UAE with a paid up share capital of AED 500,000. The Company was initially established as an inbound operator for Dubai but has subsequently grown to become a total travel services company being IATA accredited, having its own fleet of over 25 vehicles, enjoying a privileged position among the hotel fraternity in the UAE, being awarded numerous awards by various sightseeing activities companies in the UAE, being authorized by the regulator to issue tourist visa for the UAE and providing outbound services for the local market. The travel trade community in the UAE recognizes Bonton Tours & Travels LLC as amongst the top consolidators in Dubai.



Journey

2009

 Formation of Bonton, started operations in Ahmedabad, Gujarat.

2010

- Expands India footprint by opening offices in another 7 cities.
- Uniformity: Branding concept implemented with uniform

2012

- Regular Group Departures to Far East, Kashmir, Himachal & Kerala started.
- IATA accreditation for Mumbai office.
- · Training & Development wing initiated.

2013

- Dubai, European & USA group departures launched.
- MICE team commences serving corporate houses.
- IATA accreditation received for New Delhi.
- Introduction of Pan-India regular sessions & training

2014

- Dubai, European & USA group departures launched.
- MICE team commences serving corporate houses.
- IATA accreditation received for New Delhi. programs via webinar.

2015

- Accreditation received from Govt of India as Domestic Tour Operator.
- Knowledge Portal launched.
- Launch of HRMS system.
- Expansion of network through franchisees.
- Launched Manager Development Program bringing participationthrough various activities like Lok Sabha & Rajya Sabha.

2016

- Setup bigger infrastructure for expansion of domestic hotel booking/package, development/services and technology development in Noida.
- Added money exchange services and facilities.
- Recognised for "One of the top 100 SME's" by Govt of India, recognised amongst most promising travel brands.

2017

- SATTE 2017: (Feb 2017, Delhi) Excellence in Outbound Tour operations
- Asia One Awards: (May 2017, Dubai) World's Greatest Brands: BONTON HOLIDAYS, World's Greatest Leaders: PIYUSH PARE





Journey



2018

- Overall above measures, ensured the sustainability and fitness of the comp· Overall Management Restructuring done.
- Various processes streamlined and automated with development and introduction of In-House IT infrastructure.
- Staff count reduced from 200 plus to Less than 30 with minimum disturbance to operations. Monthly cost savings to the tune of INR 40 Lacs effected with this exercise.
- Underutilized Assets sold off, Office relocated and unnecessary contracts of goods and serviced cancelled to reduce the monthly overheads of the company.
- With heavy investment in IT infrastructure and process in addition tany to scale up.
- 14 National Awards received in a year

2019

- · Received "Travel Genius of the Year" by Genius Indian Achiever's Award (GIAA).
- · Expansion and Diversification Plans brainstormed, finalized and made ready for the execution.
- · B2B and B2C White label launched to make advance technology enabled our travel partner.



Management Team





Mr. Piyush Parekh

Promoter & Chairman Bonton Holidays Pvt. Ltd.

I wish to thank our travel partners for your continuous support which has enabled us to focus on our strategy of being a leading player in the global travel space, evolving into an integrated Holiday service provider.

The recognitions we receives from within the industry as well as outside is testament to your unwavering faith in us. OTM counts us among the Top 100 Travel Producers in India, whereas IITM recognised us as the best leisure tour operator. Our Duniya Ki Khoj world tour package was declared as the Best International Travel Product, by them too.

I take this opportunity of thanking all those who have been associated with the Group including our customers, guests, employees and all other stakeholders who have extended their unstinted support to us. We assure that we shall strive for the best to provide customer delight in all our endeavors.



Mr. Bhavin Thakkar

Advisory Board Member Bonton Holidays Pvt. Ltd.

Bonton's passion to match the right traveller to the right destination has helped us to amass over a decade of successful stories in the travel business.

Each traveller is like an extended family member to us. And like family, we understand and anticipate your needs, thus creating your holidays more memorable than ever.

Our professionalism, coupled with a strong personal touch enhances the probability of success at every step. Our goal is to create a long-lasting relationship, which is not just creating pure travel soul, but also it is a boost to global tourism industry.

To ensure success, we believe in roaming around the world with the right values and specialized experience. If you wish to find out more or engage our dynamic solutions, please do not hesitate to contact us. We look forward to have you as a part of the Bonton family



Our Services

- Fixed Departures
- FIT & Group Tours
- Holiday Packages –
 International & Domestic
- Flight Booking
- Hotel Booking
- Foreign Exchange
- Visa
- Travel Insurance



At Bonton, we try to live by a simple motto: holidays shouldn't be hard. On the other hand, we know there is a lot to get organised before your trip: visas, passports, insurance, transfers, etc. As a full service travel agent we've made it our mission to assist with everything else.



- Robust Marketing/Advertising Support
- Unbeatable 24x7 Customer Support
- 100% technology driven company
- Highly dynamic Sales Team
- Super Convenient Sign-Up Fee
- Training Programs by Market Expert
- Standard & Centralized System-Operating-Process
- Store is owned and operated by Franchisee
- World-Class Online B2B Travel Portal (One Stop Solution)
- Full benefits of being #1 DMC in Dubai & Mauritius
- Multiple travel products under one roof

- Biggest hotel inventory
- 2000 + ready itineraries

Awards & Recognition





The company has proven its excellence in service through a series of popular awards, including vendor awards and individual awards.



Vendor Award from Ferrari for market developement in the UAE



Vendor Award from Atlantis - The Palm

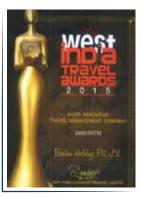


Awards & Recognition





India Top 100 SME Award April 2016



Most Innovative Travel Management Company West India Travel Award 2015



Most Promising New Destination Award - TTF Surat



OTM India Top 100 Travel Producers Award 2016



Indian Achievers Award



ISO 9001:2008 certification



Best Leisure Tour Operator August 2016



IATA 2016 Certification



Best International Travel Product July 2016





Most Number of Satisfied Customers in a year









Travel Genius of the Year











Testimonials





Abhishek Vaish

Your team made us feel at home. no words to describe hospitality. Every day was unique and pleasant. Really appreciate the concern about your customers. Good Luck to all of you!

Dubai Delight, March - 2017



Ashok Rajamanickam

My Dubai trip with my wife was awesome, rooms were great, the pick up and drop of the vehicles were on time, very punctual, food was amazing, overall a great trip organized by Bonton Tours!

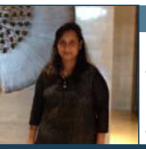
Dubai Delight, Oct - 2017



Kunal Agarwal

My experience with Bonton was overall a pleasant experience. Ile aux Cerfs was very nice, Resorts were pretty good. The hotel quality was good, the knowledge of the tour manager...

Beautiful Baku, January - 2018



Asavari Pradhan

Dubai being my fav destination for my holiday, it was a wonderful experience. The staff, the hospitality AT Bonton was too good. No words to describe the hospitality, the care that was taken for us. Keep it up and continue with the good work!

Dubai Delight , July - 2017



Gayatri Dev

I have travelled with Bonton quite a few times. Thank you for the hard work and your great efforts taken to make every trip of mine memorable.

Eastern Europe , May - 2017



Karun Kumar

We had a wonderful time at Mauritius. Hotel, travel arrangement everything was excellent. Mauritius is the honey moon destination for most of the newly married couples.

Mauritius Tour, February - 2018





We Interact For Better

OTM - Mumbai









SATTE - Delhi











Marketing Events



TTF - Mumbai









TTF - Lucknow









TTF - Pune































TTF - Ahmedabad









Arabian Travel Mart 2018 UAE





















South Asia Travel and Tourism Exchange











Bonton in Media

Next level of DMC platform

Bonton Infotech is offering its agents a new DMC fulfillment system and Software as a Service (SaaS) model, facilitating them with the latest travel technology to be relevant in the changing spectrum of the industry.

reping pace with evo-Aution in travel booking formats and automaand back office processes. Bonton Infotech has Introduced the next level of Destination Management Company (DMC) platform which apart from regular DMC operations has a Customer says Synd A Asim, Execu-Service Fulfillment Module - five Director, Bonton Infotech. for the ground operations team like drivers, guides,

Through this unique module, the clients are provided with QR Code enabled service vouchers which can be produced on the mobile phone or a printed copy of the same to adoption of latest technolwhen presented is scanned by the ground service provider through the Bonton mobile application and updates important than installing only 15 per cent is contribthe system on delivery of the full-fledged systems from utild by online bookings. service in real time

and seamless delivery of services, eliminating the manual errors and communication gaps. Coming versions will also have a system of Client Rating against each service that will help improve services and an Agent Dashboard that will help travel agent to view status of services rendered to their clients,"

troduced the SasS (Software as a Service) based technology platforms which essentially entails paying a small subscription fee not stand-alone technologion per usage basis for travel assets," he adds. software is becoming more



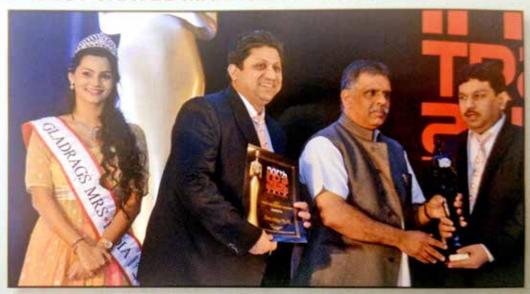
the services without the The company has also in- hassle of hardware, security and heavy installment costs. Agents are moving towards providers for an ecosystem of complete solutions and

systems. "Pay per usage of travel business takes place through offline agents while the visious providers. The Customers want informa-

agents should be abreast with the latest happenings in the technology spectrum, he explains. "While technology will play its important role. clients in India will still depend on the personal touch of the service provider, as, and when needed. This will require a strong integrated system at the back-end for the seamless service deliv-

There is an increased demand for automation in travel industry. The myth that the advent of technology may leave the offine agents redundent is gradually tading away. There is more accept-According to Asim, as of lance among the agents as ogy stack and cloud enabled today, 85 per cent of the they see that adoption of technology, not only enhances their business but also the changing spectrum of the industry," he says.

Bonton Infotech is one of the pioneers in SaaS travel solutions in India. Our flagship SaaS solution is an aggregation of multiple travel and hospitality services on a desk with a proven Multi-tenant architecture that supports multiple clients in a single instance.



The award was given to Bonton Holidays and received by its Regional Sales Head B2B, Pradeep Agrawal and Executive Director, Sayed A Asim

Bonton Holidays has been recognised by the World Travel Awards as the Leading Travel Management Company across most areas of the company's network. The World Travel Awards recognise companies within the global travel industry for service excellence and contribution to the industry during the 12 months of travel services provided to commuters.

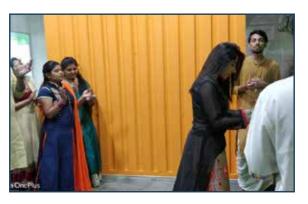


Life @ Bonton





















Life @ Bonton







Independence day Celebration

























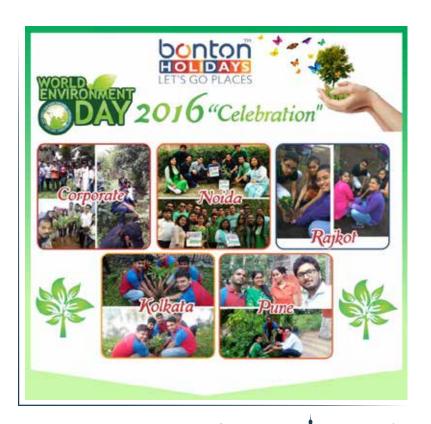








Apart from travel professionals, we also land happiness to those who needs it most...











Future Planning

- 100+ Franchise outlet across India by 2021
- To be 100% technology driven company
- Soon, Bonton is entering the "Guinness Book of World Records" for its unmatched approach in travel industry.
- To expand its International Business Unit worldwide to provide NRI services with ease of availability.





Franchise Models 1 Franchise Owned Franchise Operated Requirements You must be enterprising person with a zeal to grow in travel industry • Own or rented premise of 500 sq ft carpet area road facing in prime location on ground floor Must dedicate at least 2-4 hours per day to oversee day to day operations Prior experience in travel industry can be added advantage but not mandatory • Infrastructure: At Actual as per company's standard infra setup requirement (May vary as per location) **Revenue Model:** • Cut & Pay **Operations:** Day to day management & operation by Franchise owner



Working Capital

Category
Rent
Travel Consultant x 2
Office Boy
Electricity Bill
Telephone Bill
Total

Monthly Expenses (Approx.)*
25,000/-
30,000/-
8,000/-
5000/-
1500/-
69,500/-

To be Borne by
100% Franchise
Expense to Franchise

Actual cost may vary as per city & location

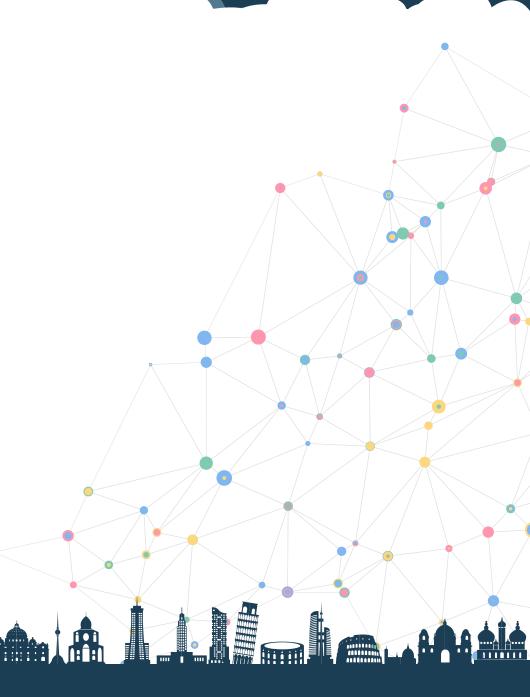


Franchise Owned Franchise Operated

Benefits:

- Low startup cost
- High return as 100% net profit to be retained by franchise
- Staff recruitment & training support by company

- Technical know how and expertise of travel business
- Best in industry technology
- Store Branding
- Stationary
- White label travel portal
- Day to day operational support
- Marketing Support



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Franchise Owned company operated

Revenue Model:

- Company will pay monthly rent at actual market rate to franchise owner
- Monthly expenses will be borne by company
- Profit sharing 25% company and 75% franchise of net profit after all expenses
- In case of no profit company will bare all expenses and pay rent to franchise owner for 3 years
- After 3 years company will hand over an ongoing outlet to franchise to manage or renew management contract as per terms & condition

Operations:

 Day to day management & operation by company, no involvement of franchise owner is required at any stage





Working Capital

Category

Rent

Travel Consultant x 2

Forex Consultant

Office Boy

Electricity Bill

Telephone Bill

Monthly Expenses (Approx.)*

As per market rate

upto Rs. 75,000 /-

40,000/-

20,000/-

8,000/-

5000/-

1500/-

To be Borne by

Company will pay to

Franchise at Actual

100% Company

100% Company

100% Company

100% Company

100% Company

Actual cost may vary as per city & location



Franchise Owned company operated

Benefits:

- One time investment
- No additional working capital required
- No need to get involved in business operations
- Staff recruitment, training and management will be done by company
- Risk free
- 75% profit partner + Fixed monthly rent
- Min fixed income guaranteed in terms of rent

• No share in case of loss



bonton

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