

Amadeus India hosts a webinar ‘Automation with Amadeus - Optimising Performance and Productivity’ in collaboration with Travel Agents Federation of India (TAFI)

New Delhi, July 13, 2022:- Following a series of successful industry webinars focussing on NDC, a key strategic priority in the fast-evolving world of travel technology, Amadeus India recently organised a webinar in collaboration with the Travel Agents Federation of India (TAFI) with a clear focus on **automation, optimising performance and productivity. The engaging webinar, attended by more than 400 travel agents, focussed on the role of automation in upscaling business using best in class tools that enhance efficiency, reduce cost and maximize revenue.**

Amadeus is pioneering several technological breakthroughs that include a suite of innovative products and solutions that are designed for travel agencies. Some of the products and solutions showcased at the webinar included the Amadeus Selling Platform Connect (SECO), Amadeus Master Pricer, Amadeus Ticket Changer, NDC on SECO, Amadeus Dynamic Travel Documents, Amadeus Travel Alerts Notifier, Amadeus Offers, Amadeus UETTR for Unused tickets, Ticket Tracker Report, Amadeus Productivity Suite-File Finishing, Smart Flows Smart Triggers & Quality Monitor, Amadeus Hotels, Amadeus Cross Sell for Ancillary Services and Checkmytrip.

The dynamics of the travel industry are changing at an unprecedented speed. We at Amadeus truly believe that by applying automation, technology and innovation, we can accelerate this industry evolution and empower the travel ecosystem by digitalisation and personalization. Amadeus has always lead from the front. This approach shapes our development roadmap and has led us to engage closely with industry organisations and other stakeholders to rebuild travel.

On this occasion, **Mr. Rakesh Bansal, CEO, Amadeus Indian Subcontinent** Amadeus said, “ **India is experiencing a positive uptick in the travel business. We at Amadeus are taking dynamic strides towards a future fuelled by technology, automation and innovation. The suite of products and solutions showcased at this industry webinar will enable our travel partners to optimise their performance and revenue. Together we will rebuild the travel ecosystem.**”

Mr. Ajay Prakash, President, TAFI said, “**Automation and optimization in technology are very important. We must keep ourselves abreast of the latest technology available and use it to our best advantage to build a better travel and tourism industry. We need technology, tools and a change of attitude with which we do business. Tourism is now expected to be more sustainable, responsible and sensitive and will be a force for bringing people together.**”

About Amadeus India:

Amadeus in India, wholly owned by Bird Group, one of India's largest travel conglomerates, has been a pioneer in providing a global platform to the Indian travel industry by enabling access to advanced travel automation technology. Established in 1994, Amadeus provides IT and software services, develops software products and automated tools, for the travel trade industry including customized software products for travel agents and travel service providers. It also offers access to a wide array of scheduled airline seats as well as hotel rooms, insurance packages, car hire and other travel services worldwide. With a wide network of 45+ branch offices across the Indian sub-continent, Amadeus India's head office is located in New Delhi.