

## Get NDC-Ready with Amadeus in collaboration with TAAI and TAFI

**15th December 2021, New Delhi:** - We now find ourselves in a whole new world of travel to which corporations and travellers need to adapt. New technologies need to be embraced, we need to overcome roadblocks on the journey. As the world continues to recover from the effects of the pandemic and grapple with ambiguities regarding self-isolation or quarantine before and after travel, changing restrictions resulting in last minute cancellations, the travel industry has been evolving, fuelled by digitalisation and personalization.

Amadeus India organised two industry webinars, 'Get NDC (New Distribution Capability) Ready With Amadeus IT' in collaboration with the two anchor associations of the travel industry - TAAI (Travel Agents Association of India) and TAFI (Travel Agents Federation of India). These engaging and informative webinars were attended by over 600 travel partners.

NDC is a key strategic priority in the fast evolving world of travel technology. It is a critical, enabler in the larger vision of enhanced travel retailing. It offers innovative and scalable solutions for today and the future. Amadeus has invested more than €4.8 billion in R&D since 2004 and has constantly been developing solutions to cater to NDC so that travel agencies are able to adapt to the new industry standard with minimal investment required.

"We all know that travel broadens horizons, creates networking opportunities and grows economies. Travel powers progress. And Amadeus, powers travel. Technology and innovation will be powerful enablers for recovery of the industry. Amadeus has pioneered the travel technology market in India for over 27 years, working with partners to power better, more rewarding journeys, leading the industry forward while shaping a better future of travel. Around 97 % of the travelers say that technology has helped increase their confidence to travel. At Amadeus, we have been working together with our partners to rethink travel and reignite travel confidence. **"said Rakesh Bansal, CEO, Amadeus Indian Subcontinent.**

Key industry insights were also shared by two speakers from Amadeus IT, Ramona Bohwongprasert, Senior Vice President - India, Southeast Asia & Inside Sales, Travel Sellers, Amadeus and Nitesh Senapati, NDC Growth, Asia Pacific . Ramona shared that, "Enriching the retailing capabilities is now more important than ever. NDC is bringing these retailing capabilities to life. Airlines, control the offer to best serve their customers and push localized and contextualized information in real time according to the demand and travel restrictions. Travelers, compare offers and pick-and-choose the ones that best suit them while travel agencies, access a broader pool of services and create more personalized service to travelers."

Nitesh shared that "Amadeus offers an unparalleled capacity of NDC aggregation, content harmonization, servicing, & reliability as well as an ability to manage transactions at scale. "We have laid the foundation for travel retailing in our indirect channel, while we are providing our airline customers the tools and technology to maximise their sales and revenues opportunities in the indirect channel. We want to provide our airline customers with the tools to provide a seamless, relevant and personalised experience, to build a more responsive and agile industry capable of meeting the ever-changing needs of travellers, with the best possible customer service, contributing to bring confidence back to travel."

Speaking during the webinar Ajay Prakash, President, TAFI said "There is a need to understand the business opportunities brought by NDC. There has been a renewed push from IATA and airlines towards implementation of NDC. It is the future we should learn to embrace. Amadeus has been providing a robust, user-friendly and reliable platform. I hope as we move towards embracing new technology, it will open up more revenue streams.'

Jyoti Mayal, President, TAAI shared, " The last two years have presented before us many challenges. There is need to work on restructuring, rebooting to help rebound business. We need to continue to innovate and adapt which shall be beneficial for the travel industry and the consumers. Through technology like NDC, we can power great journeys for travelers."

Amadeus is committed to the industrialization of NDC across the globe. In APAC, Amadeus has made significant headway with its airline partners such as Singapore Airlines, American Airlines, KLM, Air France, and more in the pipeline, with its content and offers now available to travel sellers through the Amadeus Travel Platform.

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.