

Riya Travel boosts travel content in India with NDC

India, 21 July 2021 - Riya Travel has strengthened its relationship with Amadeus and has implemented NDC, enhancing its retailing capabilities. As one of India's largest retail agencies, this partnership ensures Riya Travels can provide richer, tailored content to its customers in Asia Pacific.

NDC opens a world of opportunities, making it easier for Riya Travel to offer its customers products and services that are tailored for them. In India, the travel ecosystem is ready to get back on track with the effects of the pandemic slowing down.

GMJ Thampy, CMD, Riya Group, says, "Amadeus has been a long-term partner as we have been working towards driving innovation in travel technology in India. With the second wave of COVID-19 dissipating in India, this is the right time to partner with Amadeus to roll out content via NDC for our clients. NDC will help us offer real time content from airlines with just a click. Amadeus has been at the forefront of next-generation technology solutions, including the deployment of NDC; partnering with it is a natural extension of our relationship."

Rakesh Bansal, CEO, Amadeus India, says, "As COVID-19 cases in India start to decrease, travelers are optimistic about travel returning. By boosting its travel content with our NDC offering, Riya Travel is getting ready to make travel simpler, cost-effective, and easier to package options for its customers. We are pleased to collaborate with Riya Travel to find new and exciting ways to transform the traveler experience and rebuild travel."

This strengthened partnership will mean Riya Travel can access content via NDC, within the Amadeus Travel Platform. With air, as well as hotel, car and rail content in one display for easy comparison, agents benefit from truly integrated end-to-end technology across their business. "Riya Travel is laying the foundation for modern retailing by implementing NDC. With the NDC standard reaching the level of maturity needed for global industrialization, it's the right time to take advantage of the opportunities NDC is bringing. As an industry, we've made huge progress on NDC since its inception and we are pleased to be working with Riya Travel by supporting its customers to shop, book and buy seamlessly" **says Ramona Bowongprasert, Senior Vice President, Retail Travel, Asia Pacific, Amadeus.**

For the last 40 years, Riya has been at the forefront of introducing new technologies and products to its travel partners; its B2B travel portal 'Riya Connect' empowers agents across USA, Canada and India to seamlessly make travel bookings for their customers. It aims to provide its travel partners with content including promotional fares and access to book additional services such as baggage, seat up-grades, fast track assistance, and other airport and in-flight comforts.

Notes to editors

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, the group has over 4 decades of experience in representing some of the top International airlines in India. 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.

To find out more about Amadeus India, visit: www.amadeus.in

About Riya Travel

Since its beginning in 1980, Riya Group Enterprise has always understood the requirements of the global traveller and served millions in the process. Started as an overseas manpower wing by our CMD and Chairman, Mr. GMJ Thampy, the Group currently employs 3000+ professionals in over 70 locations across India, USA, Canada and UAE.

With decades of hard work and adherence to ethics and integrity, we have emerged as the largest airline consolidator and travel facilitator with a turnover of nearly INR 12,000 crores and a market share of approximately 20% of the travel market in India. We sell directly as well as provide access to selling comprehensive travel services to agents across India, USA, Canada and UAE.

Over the years, our business module has evolved to include – Air Consolidation, Corporate Travel Management, Retail Travel Services, Packaged Holidays, Religious Tours, Cruise Tours, Special Interest Groups, Training in Travel & Tourism and Student Travel and Travel Technology. Moreover, our global partnerships allow us to offer competitive prices on Air Tickets, Hotel Bookings, Visa, Travel Insurance, Forex and more. We also offer ancillary services like airport assistance, lounge access and pick-up and drop facilities.

We are proudly committed to operating our business in a professional and responsible manner. Our travel experts are inspired and guided by our core principles, allowing us to satisfy a substantial number of customers. We have created a niche in the travel market, giving us significant standing among our suppliers and clients. We believe travelling is an experience in itself. Hence, it should be easy and hassle free.

We constantly strive to make travelling a one-of-a-kind experience and our completely automated travel solutions are exactly the thing you need. The turnaround time and deadlines are critical while dealing with travellers. Delivering the perfect solution to the ever changing needs of our clients is our ultimate goal. Our glorious number of clients and their testimonies can verify that about us.