

## **FICCI sets up Online Travel and Technology Committee to give a fillip to net-based travel**

**NEW DELHI, 25 October 2016:** FICCI has instituted the **Online Travel and Technology Committee** under the aegis of its existing Tourism Committee to champion the cause of netizens and online travel companies.

FICCI's Online Travel and Technology Committee owes its genesis to the rapid penetration of Internet and mobile which has transformed the way travel industry operates and how travellers book and consume travel related products.

The chamber recognizes the changing travel market dynamics and the significant role online travel and technology is playing towards shaping the future travel booking, consumption and distribution trends. It understands the drivers towards these trends in-terms of internet penetration, usage of smart phones and simplification of transactional supported payment mechanism.

The Committee will be led by **Mr. Dhruv Shringi, Co founder & CEO, Yatra Online Pvt. Ltd.** and comprise key stakeholders of online travel companies including MakeMyTrip, Clear Trip and various other stakeholders and knowledge partners from the online travel segment of the tourism industry.

Says **Dr. A Didar Singh, Secretary General, FICCI**, *"The Committee has been formed for outlining the roadmap for a robust regulatory policy for the online travel industry and also to encourage innovation in travel & tourism sector"*.

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**FICCI MEDIA DIVISION**