

Editor's Choice



CERTITUDES

- WTI specialises in intercity travel and other transfer services at all major locations in India through extensively established network across.
- In constant endeavour to provide effective service delivery every time with implementation of cutting edge technology.

BEACON OF TOMORROW

- WTI offers readymade Intercity car rental packages and also tailor made packages to service their customer in line with their expectations.
- At WTI, with they offer standardized service under well defined parameters. Since they have a robust utilization system we are very affordable as well.

The company offers corporate car and coach rental services. Apart from managing travel desks of hotels, the new division will look into ground travel requirements of airline companies and travel agencies. In a recent chat with TravelBiz Monitor, Ashok Vashist, CEO, WTI, stated that there is huge potential for professional ground travel service providers in the hotels segment, especially in mid-market hotels. “We can manage the travel desk of such hotels, travel agencies, etc., more professionally. We are currently working out the modules,” he said. For smaller hotels, where there is no requirement of a dedicated travel desk, WTI will offer a system to the front desk to book cabs for guests.

WTI, which started operations in 2009 as a corporate transport solutions provider, acquired WynCabs - a delhi based radio taxi company and Smart Ride - a shared coach service for corporate employees in Delhi NCR, as part of its vision to offer ground handling solutions provider across segments. Vashist added, they have recently entered into the rent cars segment.

When asked about the trends in corporate car rental business, Vashist stated that big corporate entities are slowly realising the benefits of engaging a professional ground travel solutions provider for different categories of employees as per their entitlement. He said, owning cars was a pride a few years ago among companies. But today, it is considered a nuisance because of issues related with hiring good drivers, maintenance, insurance, fuel costs, etc.

Further, Smart Ride, the corporate coach service started in the NCR, connecting Dwarka with DLF Cybercity, has been quite a success, and the company is planning to expand the services to other parts of NCR as well as to the city of Bengaluru in the coming months. The company has 13 luxury coaches currently offering a frequency of 20 minutes. Apart from increasing the number of coaches and improving the frequency, the company is working on a novel concept of ‘Common Mobility Card’ for customers,

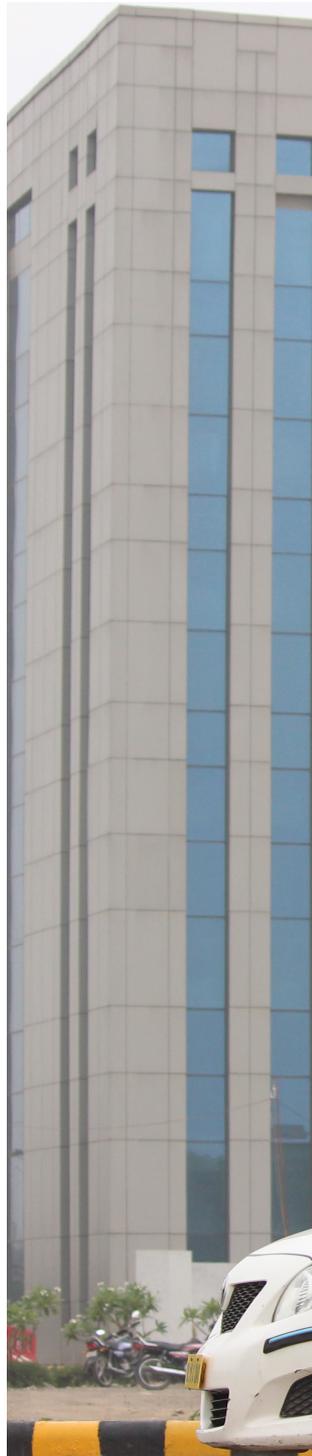
which would offer seamless travel in metro trains, coaches, cabs, etc. The company is hopeful of launching this Card within a month, Vashist informed.

When asked about future investments, the CEO said that the company would be interested in investing in developing new-age technology applications. The company is currently developing a technology platform that would enable customers to book cabs and coaches through App as well as track the coach, cab, etc., through mobile phones. “We will be focusing a lot on web marketing tools for all business verticals in the coming months,” he said.

When asked about their focus on actual tourists and travel trade in India, Vashist said that their dedicated travel website – wheelzindia.com - is a direct booking website for cabs, coaches, etc., and is quite popular with both end consumer and travel agencies. “This portal is marketed well in Europe and the US,” he added. The website has an Application Protocol Interface (API) dedicated to travel agencies that enable them to book cars for clients. “It is the first time that a car rental company is providing an API for travel agencies. This helps them sell cars as their own, while the inventory is supported by us,” Vashist added.

Wise Travel India Pvt Ltd. “WTicabs.com” commenced its operations in year 2009. The company is promoted by a car rental professional Mr. Ashok Vashist responsible for launching and managing some Major car rental brands in the country. The objective behind the venture is to have Presence across the value chain through services in corporate car rental which includes:

Car Rentals (Present across 22 cities with fleet size of 2200 cars. Provides chauffeur driven, limo service and airport transfer services to corporate clients).



WTi cabs.com

Wise Travel India Pvt. Ltd.

Drive with Ease

Wise Travel India (WTI), Delhi-based ground travel service provider with presence in over 20 cities in India, plans to set up a dedicated division to handle travel requirements of hotel guests in the country

