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Saturday, April 19, 2008, 16:00 Hrs [IST]

Arzoo enters into a unique partnership with Ammas.com




By Sidharth Sethi | New Delhi


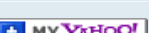
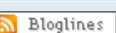
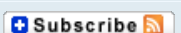
Arzoo.com, a travel portal has joined hands with Ammas.com, a knowledge exchange platform that services queries on varied topics with relevant information. As per the tie-up Arzoo.com travel specialists will help users of Ammas choose the right destination according to their specific needs, plan their detailed itinerary, make air and hotel reservations and even suggest what to do and see at each destination. Arzoo's technology enables users of Ammas to view prices for air tickets and hotel rooms, besides providing multiple options for airline and hotel reservations and customised holiday packages.

The unique tie-up, which has no monetary involvement for either party, is a win-win situation, as it provides Ammas a free expert advice platform from Arzoo and gives the latter greater reach among travel enthusiasts. The alliance has been created with an aim to provide users with an array of better service pertaining to travel related queries. It will also help create goodwill and branding for both companies. Sameer Patil, Head-Marketing, Arzoo.com said, "Unlike other regular travel portals, which give the usual services, this new concept will provide not just routine assistance but also benefit users in terms of destination information along with basic information, such as the time taken from one destination to the other by various means, the documentation required, etc." He further added, "It's a good tie-up with an aim to genuinely help more and more travellers. I am confident that we will be able to succeed in this mission."

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