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MakeMyTrip takes next step in quest to become travel super

app

By Mitra Sorrells (/Mitra-Sorrells) | January 9, 2020

MakeMyTrip (<https://www.makemytrip.com/>) has made several moves in the past few years to expand its offerings - adding ground transportation, loyalty programs, business travel services and experiences.

Now India's largest online travel agency is adding destination videos to its mobile app in a move to inspire travelers at the start of their travel planning and then provide personalized recommendations throughout their journey.

"Trip Ideas" is the name of the new service that displays videos - about two-thirds developed in-house and the rest uploaded by users - in MakeMyTrip's iPhone and Android apps. Every idea shown in the videos is bookable through links displayed at the end.

Just launched in late December, the company says already about 10% of the app's one million daily users are accessing the video content.

"We want to be a travel super app, looking after all travel needs for our customers. And we realized this was a gap in our offering," says MakeMyTrip COO Vipul Prakash.

"The idea is to make the trip so connected that our customers can use a single window to explore and book, seamlessly. That is the power of the whole thing."

Prakash says Trip Ideas currently offers videos covering 130 destinations around the world,

and he expects that number to reach 200 by February. The videos are either one or seven minutes in length and are grouped by themes such as adventure, beach, food and wildlife.

In the next couple of months, Prakash says it will add personalization, surfacing videos that tie into the user's upcoming itineraries.

"Because they are booking on our portal, we know when they are going, how many people are going. So we can use Trip Ideas to give them information about their trip: For a couple we can show them videos about romantic spas. If it is a family, we can show family activities," he says.

In April 2019, **Trip.com Group (then Ctrip) gained a 49% stake in MakeMyTrip (<https://www.phocuswire.com/Ctrip-Makemytrip-new-ownership>)** following a share exchange agreement with Naspers. When asked if the idea for Trip Ideas was developed with input from Trip.com Group, Prakash says, "I would say the other way around. This has been our stated vision for the last few years, and I would say this is what actually got Ctrip and MakeMyTrip closer. The business model and the long-term vision of both companies is exactly the same."

Earlier in December, MakeMyTrip launched TripMoney, a line of credit that enables qualified customers to spread their travel payments over 12 months. Customers apply in the MakeMyTrip app and get an approval decision in 30 seconds.

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