

Travelguru launches Affiliate Program

Earn Rs.75000 or more per month by selling Travelguru hotels and flights on your website

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Travelguru -India's largest hotel network and leading travel solutions provider launches 'The Travelguru Affiliate Program - (TAP)'. The Affiliate program offers website owners an opportunity to generate additional revenue by promoting Travelguru products and services on their website.

Travelguru Affiliate Program is an innovative and viable program for site owners. Anyone with a website or blog can join this program by registering as a Travelguru Affiliate at www.travelguru.com. By selling a reasonable number of hotels and flights, affiliate sites can realistically aim to earn Rs. 75000 or more per month through this program.

Travelguru being India's largest hotel network, the affiliates get access to over 4000 hotels in 350 cities in India and 72,000 hotels across the world. Partnering Travelguru gives one instant access to search engines, multiple banners and marketing and product experience of Travelguru in the travel space.

The program provides the best incentives across the industry, both across flights as well as hotels. The alliance with Travelguru gives your customers confidence in transacting with a trusted brand like Travelguru - a leader in the online travel space, while you continue to monetize traffic on your site. Travelguru also helps you with a steady stream of exciting offers with renowned market leaders. They will provide their online marketing expertise to assist you monetize your site and will provide the best creative banners for display on your website. Association with a big brand like Travelguru directly increases your visibility in the online space

Commenting on the program Mr. Hari V Krishnan, Vice President - Product and Marketing, Travelguru said, 'We are always on the look out for viable partners to share in the strong growth story of online travel. We are the market leader in online hotel sales and offer the largest range of hotel options in India. Selling our hotels will automatically draw a lot of people to the affiliate sites, and they will get to share in the big sales numbers we anticipate from this channel.' He added 'We soft launched our affiliate program late last year and already have over 200 sites across India, who are part of the Travelguru Affiliate Program. We expect to take this number over 500 by year end. The early response has been very good and we have been working hand in hand with these partner sites to increase their revenues from this program. We believe our escalating incentive structure is the best in the industry and ensures fair compensation to our hardest working partners.'

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About Travelguru

Travelguru - India's largest hotel network - offers access to over 4000 hotels in India and over 72,000 hotels worldwide. It offers travelers the opportunity to plan and purchase their travel in a transparent, easy and customizable manner with instant bookings and confirmations. Strategic partnerships and deep supplier relationships give Travelguru the edge as an aggregator of travel services. Sorting hotels by user reviews and several other criteria are some of the distinctive

value-added services. In December, 2007 Travelguru fully acquired Desiya.com - a company focused on hotel aggregation, distribution and technology to further strengthen the leadership position in hotel distribution. Travelguru facilitates a wide range of travel options and recommendations for domestic as well as international travelers. The Travelguru hotel advisors guide you to the most convenient place to stay including rates, amenities, landmarks and so on across India. It promotes properties from budget to luxury, single room to serviced apartment, business accommodation to leisure houseboat.

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You can also visit www.travelguru.com for more information.