

'Best Franchisor in Travel ' award to TravelPort Holidays by Franchise India '08 Awards

The Franchise Awards 2008 recognize the pioneering role played by TravelPort Holidays in franchising of travel business in India. The award recognizes the inevitability of organizing the unorganized travel distribution, and the leadership role played by TravelPort

Mumbai, Maharashtra, December 1, 2008 /[India PRwire](http://www.indiaprwire.com)/ -- Master Sun Consulting's is pleased to announce that its client TravelPort Holidays India Pvt. Ltd. has won the Best Franchisor Award in the Travel Category at Franchise Awards' 08 instituted by Franchise India.

TravelPort has the distinction of winning this award for the fourth consecutive time, establishing its **leadership in Travel Franchising.**

Sarvajeet Chandra, the managing partner of Master Sun Consulting commented that " Over the years, TravelPort has distinguished itself as a pioneer in Travel distribution in the country. The Franchise Award'08 recognizes TravelPort as a robust franchisor with strong franchising systems and processes. With internationally benchmarked best practices in travel distribution, TravelPort continues to surge ahead in organizing the unorganized Travel distribution in the country. Master Sun is pleased to work with TravelPort in this endeavour".

Since 2003, Franchise Awards, organized by Franchise India Holdings Limited have been the most coveted and Valuable awards in Franchising recognizing excellence in Franchising, Licensing and Business Development as the event gives enormous opportunity to franchisees and franchisors to benchmark their organizations against the best in the country.

Commenting on the critical role played by Franchising, Sarvajeet said that "Franchising has been largely instrumental on providing the last mile of distribution which still needs to be offline for the Indian market. Franchisees provide width of distribution in top ten cities(areas outside malls like high streets, busy market areas etc.) . Franchisees are mission critical in providing depth of distribution (beyond top ten cities)."

Notes to Editor

Master Sun Consulting works on executing strategy. It is a specialized strategy implementation firm. Strategy execution projects can pertain to sales & distribution, marketing & brand management , operational excellence, service quality, asset optimization, franchising etc.

Master Sun Consulting partners with companies to unlock significant value within their businesses & scale up the business to its fullest potential. By focusing on results & the bottom-line Master Sun Consulting shares accountability for business success with the business owner.

At the heart of all this somewhere, Master Sun Consulting has a bold ambition of giving a small boost to India's GDP.

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