

Via.com eyes \$1 bn GMV from airlines, rail, bus tickets, cab rides sales

BENGALURU, India - June 16, 2016 - Via.com, an omni channel online travel and assisted e-commerce company funded by Sequoia Capital, is looking at a gross merchandise value (GMV) of close to R6,700 crore or \$1 billion by the end of current financial year, a growth of 36% over the last fiscal.

The company aims to achieve this growth through a mix of existing offerings and new services it is launching this year.

“We have been growing consistently in the range of 13-16% CAGR in the last few years. With the expansion of our offerings and network, we are set to grow at 30% and above in the next five years. We are aiming a GMV of \$2 billion by 2020,” Swaminathan Vedaranyam, chief executive officer, Via.com told FE.

Via.com offers airline, rail and bus tickets on its platform. It also has a network of over 1,00,000 independent re-sellers in the travel, retail & fintech space in India, Indonesia, Philippines, Singapore, Thailand and UAE.

Its other services include hotel bookings, holiday packages, car rentals, insurance, mobile recharges and money transfer. In addition, it has over 5,000 corporate customers and engages directly with consumers through its B2C website and mobile app.

“We have now started offering services in organising conferences and meetings for corporates. We have also tied up with Connect India, an e-commerce logistics firm, for providing last mile connectivity to their e-commerce clients,” Vedaranyam said.

The company has also tied up with Ola, online cab aggregator, for providing one-click service to its customers for booking both airline, rail or bus tickets and Ola rides for local and outstation travel on Via.com platform. The integration will give customers access to to availability, booking, estimation and tracking across categories, directly on the Via.com app and website.

“The introduction of new channels like conferences, tie up with e-commerce players and partnership with Ola will help us expand our services and also increase our GMV in the coming years,” Vedaranyam said.

The company, which reported a revenue of R350 crore in FY16, is aiming at a growth of 35% in 2016-17. Its profits are in the range of 10% of the revenues.