

**Proposal for a  
Zero Initial Investment - High Continuing  
Returns  
Business Opportunity**

## The Hospitality Industry

The hospitality industry has the most volatile, perishable product inventory in the world.

It is all about getting those `HEADS on the BEDS', and getting them every day on all the beds in the hotel establishment.

So hoteliers will welcome with open arms, any player who can help them achieve this.

## The Opportunity

If you are an Internet Service Provider, web hosting solution provider, web developer, designer, SEM Professional or even someone who has an interest in the hospitality industry, Avenues offers you a unique business opportunity – ‘Avenues’ Reseller Program’.

By becoming a Avenues Reseller, you will be able to combine your services with our solution to offer your customers (from the Hospitality Industry) complete ‘all-in-one’ solutions.

For example: Your Services: Website design and Hosting + Our Solution: ResAvenue, a complete online hotel reservation solution. Put together, you can provide your hotel client a powerful online sales channel through his website.

This value addition will enhance your relationship with your customer, increase sales and maximize the profits of you and your hotel customer.

## About Us: The Avenues Group

This serious business offer comes to from the Avenues Group.

The Avenues Group is a multi-million USD global group with business interests in real estate, construction, retail, eCommerce, hospitality, community development and software development.

Servicing over thousands of eMerchants globally, the eCommerce Division is the biggest player in South Asia. Avenues is a leading provider of internet payment processing solutions with wide support network comprising of financial institution partners, merchant partners and Independent agents.

Avenues has three Business Units

- Avenues Commercial Services
- Avenues Travel Industry Services
- Avenues Community Related Services

## Avenues Travel Division

Avenues Travel Division is an initiative of the Avenues Group. The Avenues Travel Division was established 4 years ago. All travel related solutions fall under this business segment. Currently, there are two solutions under Avenues' Travel Division:

- **ResAvenue**, an online hospitality solution for hoteliers and
- **HotelsAvenue**, a distribution network solution for travel agents, suppliers and websites

Avenues Travel Division may not be the biggest player around but in the 4 years of its existence it has grown steadily and has developed a significant presence in India and across the world.

Last year, Avenues Travel Division clocked in around 45 million USD. There were over 60,000 room nights booked which was a growth of over 40% over the previous year's performance.

## About ResAvenue

- ResAvenue was specially designed for the hospitality industry. It lets hoteliers make the most of the medium of Internet by providing quick, secure, affordable and complete eCommerce solutions.
- ResAvenue, is a fully hosted, plug-and-play booking engine that integrates directly into the hotel's branded website, thereby enabling the Hoteliers to save big money on recurring high-end hardware costs, software licenses and expensive technical manpower.
- With ResAvenue, Hotelier can provide their customers with faster, easier and guaranteed access to their Hotel inventory 24 X 7, enhance their brand visibility, cut through the lethargy of intermediary channels and build customer loyalty through direct interaction.

## What Resellers need to know about ResAvenue

- ResAvenue is a Multi-lingual Internet Hotel Reservation System with an in-built Multi-payments Options Online Payment Solution.
- ResAvenue offers the hospitality industry advanced features not available with any other booking engine.
- ResAvenue enables hotels to accept reservation from anyone, anywhere, anytime, thereby maximizing their revenue from the Internet.



INTERNET >> BOOKING ENGINE	INTERNET >> MARKETING SERVICES	GLOBAL >> DISTRIBUTION SYSTEM	INTERNET >> DISTRIBUTION SYSTEM
Direct Customers	Google	amadeus	hotels.com
Agents	YAHOO!	GALILEO A CENDANT COMPANY	Expedia.com
Corporate Entities	overture	Sabre	travelocity
VISA	msn	worldspan	Traveller
			and more...

ResAvenue Reseller Program - A Mutually Beneficial Alliance!

## Why ResAvenue is the preferred online solution amongst Hoteliers

ResAvenue is a cost effective online solution with a range of features and functionalities designed to make the hotelier's life easier

- Multi-lingual Solution to Sell Globally
- Provide Direct Access to Customers
- Complete Solution
- All major Credit Cards
- Simplified Multi-currency Processing and Collections
- Map & Apply your Business Policies
- CRM Assistance, Faster Inventory Offloads
- Collect Bills for Special Deals
- Total Customization, Total Information
- Total Security, Total Support
- Zero Setup Cost



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ResAvenue is a cost effective online solution with a range of features and functionalities designed to make the hotelier's life easier

- Flexible Rate Management
- Room Allotment Management
- Unlimited Number of Agents/  
Corporate Accounts
- Customized Reservation Pages  
Featuring Promotional Information
- Reservations
- Packages
- Maintenance
- User Access
- Reporting
- Update Hotel Information and Graphics
- Hotel Policy and Accounting

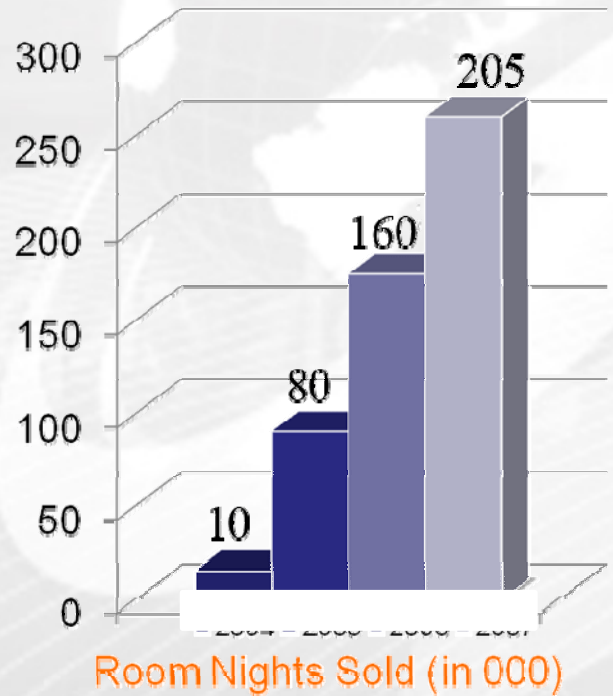
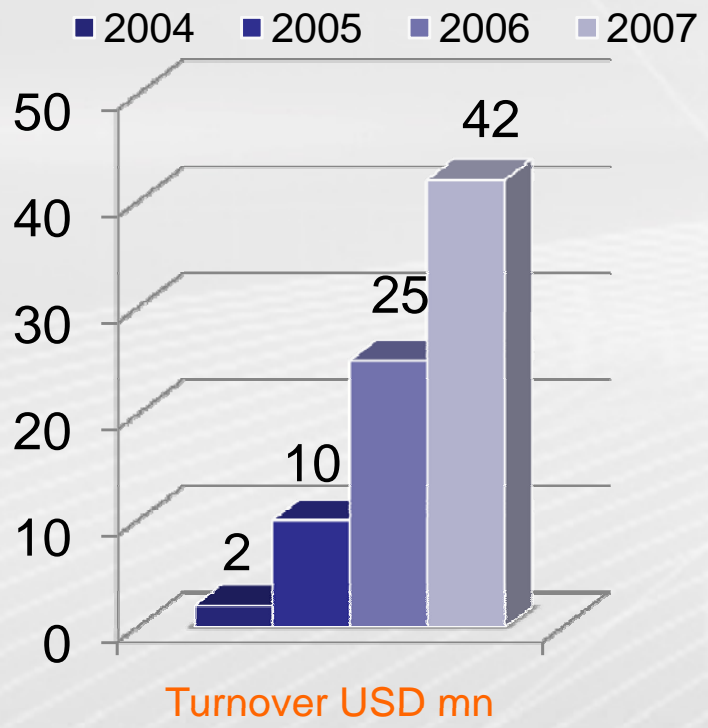
## Why ResAvenue is the preferred online solution amongst Hoteliers

ResAvenue is a cost effective online solution that offers its hoteliers a single window interface to manage all of its distribution channels

- Chanel Connect
- FIT sales
- Corporate sales
- GSA or Remote Sales
- Offices sales
- Travel Agent
- Room Wholesale Agent sales
- Tour Operator sales
- Global Distribution Systems
- Internet Distribution Systems
- Direct Sales

# Avenues Travel Industry Services Performance - 2007

Since its inception, ResAvenue has seen exponential growth in terms of room nights and profits generated over the last couple of years.



## Direct vs. Indirect Online Distribution

The direct online channel will continue to be the main focus for hoteliers. The industry as a whole has realized that not only has the Internet become the preferred channel for travel consumers to plan and book lodging, but the direct online channel is the cheapest form of distribution. The shift from indirect to direct online distribution will continue to be a major trend in the next several years:

Overall for the industry (USA):	2003	2005	2007	2008	2010
Hotel Branded Websites:	53%	54%	60%	62%	65%
Intermediary Websites:	47%	46%	40%	38%	35%

(Merrill Lynch, HeBS)

In 2006, the major hotel brands enjoyed an above the average direct vs. indirect online ratio of 81.4% vs. 18.6%.

## How does ResAvenue compare to other solutions

While there are a number of online solutions available for the hospitality industry, none are as comprehensive as ResAvenue. Here is a comparative analysis of ResAvenue and 4 of its main competitors. This will provide you and your prospective hotelier with a clear picture of how ResAvenue compares to other solutions in the market.

The ResAvenue comparative analysis includes

- iHotelier
- Synxis
- Gena Res
- Trust International

# Comparison: Features

Features	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
<b>Booking Engine</b>					
Booking Engine	✓	✓	✓	✓	✓
Payment Gateway	✓	✗	✗	✗	✗
Customizable Interface	✓	✗	✓	✓	✗
Room Image	✓	✗	✓	✓	✗
Cancellation/Amend Options	✓	✓	✓	✓	✓
Refund Options	✓	✓	✓	✓	✓
Risk Management Module	✓	✗	✗	✗	✗

# Comparison: Features

Features	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
<b>Languages</b>					
English	✓	✓	✓	✓	✓
French	✓	✗	✗	✗	✗
Dutch	✓	✗	✗	✗	✗
Italian	✓	✗	✗	✗	✗
Spanish	✓	✗	✗	✗	✗
Portuguese	✓	✗	✗	✗	✗
Chinese	✓	✗	✗	✗	✗
Mandarin	✓	✗	✗	✗	✗
Japanese	✓	✗	✗	✗	✗

# Comparison: Features

Features	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
<b>Currencies</b>					
USD	✓	✓	✓	✓	✓
GBP	✓	✓	✓	✓	✓
Euro	✓	✓	✓	✓	✓
SGD	✓	✓	✗	✓	✓
INR	✓	✗	✗	✓	✓
MYR	✓	✗	✗	✓	✓
OMR	✓	✗	✗	✓	✓
AED	✓	✓	✓	✓	✓
BHD	✓	✓	✗	✓	✓



# Comparison: Features

Features	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
<b>Login Options</b>					
Agent Login	✓	✓	✓	✗	✗
Corporate Login	✓	✓	✗	✗	✗
<b>Reservation Alerts</b>					
Fax	✓	✓	✓	✓	✗
Email	✓	✓	✓	✓	✓

# Comparison: Features

Features	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
<b>Customer Support</b>					
Call Center Interface	✓	✗	✓	✓	✓
24 x 7 Customer Support	✓	✗	✗	✗	✗
Online Chat Support	✓	✗	✓	✓	✓
<b>Other Features</b>					
Free GDS & IDS Listing	✓	✗	✗	✗	✗
Free SEO Report	✓	✗	✗	✗	✗
ExtraNet	✓	✗	✗	✗	✗

# Comparison: Payment Options

Cards	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
<b>Credit Cards</b>					
American Express	✓	✓	✓	✓	✓
MasterCard	✓	✓	✓	✓	✓
Visa	✓	✓	✓	✓	✓
Diners Club	✓	✓	✓	✗	✗
Carte Blanche	✓	✗	✗	✗	✗
JCB Cards	✓	✗	✗	✗	✗

## Comparison: Security Protocols

Security Protocols	ResAvenue	iHotelier	Synxis	Gena Res	Trust International
SSL Security Certification	✓	✓	✓	✓	✓
Verified by Visa	✓	✗	✗	✗	✗
MasterCard Secure code	✓	✗	✗	✗	✗
Credit Card verification	✓	✗	✗	✗	✗
Hacker Safe	✓	✗	✗	✗	✗
PCI Compliance	✓	✗	✓	✗	✗
IP Address mapping and cardholder reverse look-up	✓	✗	✗	✗	✗
Manual Verification Support	✓	✗	✗	✗	✗

## What is the Reseller Program?

Avenue's Reseller Program is designed to reward Internet-related businesses (ISOs, ASPs, PSPs, VARs etc) that are looking to market real-time online reservations and payment solutions to their **hotel customers**.

Avenues has specially created this Reseller Program to allow such companies and consultants to tap the commercial opportunity by offering our services to their hospitality customers.

Your Hotel client will get a fully customizable booking engine with a built-in payment gateway hosted by Avenues, integrated into their branded Hotel website at no initial set-up fees and annual maintenance cost.

## Key Benefits of the Reseller Program

The ResAvenue Reseller Program offers many benefits, some of which include:

- **Earn** continuing residual commissions from the reservations generated by your Hotel clients. This will continue as long as the your Hotel client is live with ResAvenue.
- **Enhance** your product value with the best Internet hotel reservation software that comes with an in-built multi-currency payment processing solution.
- **Offer** your customers complete, end-to-end, eCommerce solutions including online payments, without having to take on the risk on behalf of the hotel.
- **Bundle** the ResAvenue Internet hotel reservation solution with your services and package it along with your enhanced pricing for your complete solutions.

## Popular Model

ResAvenue is a proven cost-effective solution for all hotel, apartment, motel, vacation home, bed and breakfast, villas and guest house websites.

The ResAvenue Popular Scheme is designed for hotel properties who wish to use their own website to sell more rooms and offer an online reservation facility to their guests at a low investment level.

Through ResAvenue, Hotels enjoy improved profitability, minimization of no-show risk, increased occupancy and enhanced guest loyalty for an all-inclusive service fee of 6%, while guests benefit from instantly confirmed, credit card guaranteed reservations at the best rates online.

Most importantly, there is **No Start up Costs**...Hotels only pay for performance!

## ResAvenue –Client List

Hotel Comfort Inn City Park



Hyderabad, Andhra Pradesh, India

Karvin Hotel



Heliopolis, Cairo, Egypt

VH Dubai



Jash Falqa, The Palm Jumeriah, Dubai, UAE

Michael's Inn Thekkady



Thekkady, Kerala, India

Sayaji Hotel



Indore, Madhya Pradesh, India

Nanutel Margao



Margao, Goa, India

Kamandalu Resort and Spa



Ubud, Bali, Indonesia

The Royal Pitamaha Bali



Ubud, Bali, Indonesia

Pitamaha Bali



Ubud, Bali, Indonesia

Upper Deck Resort



Lonavala, Maharashtra, India

Surya Palace



Baroda, Gujarat, India

Central Park Hotel



Pune, Maharashtra, India

Bali Beverly Hills



Denpasar, Bali, Indonesia

Nubian Island



Nabq Bay, Sharm-El-Sheikh, Egypt

Hotel Sandesh the Prince



Mysore, Karnataka, India

Avenue Center



Kochi, Kerala, India

Rainforest



Kochi, Kerala, India

The Grand Imperial



Agra, Uttar Pradesh, India

Visit: [www.ResAvenue.com/aboutus/clients.jsp](http://www.ResAvenue.com/aboutus/clients.jsp) to view a more elaborate client List

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## ResAvenue – At-a-Glance

- ❖ No investment in software and infrastructure. No initial set-up fees and annual maintenance cost. Free training and after-sales-support. Easy to Sell.
- ❖ Internet booking engine hosted by Avenues, integrates into the branded hotel website
- ❖ Built-in payment gateway with Free GDS, IDS connectivity for Global Distribution
- ❖ The only system to process payments in USD, GBP, Euro, SGD, INR, MYR, OMR, AED and BHD
- ❖ Multi-lingual: Complete booking in 9 widely spoken global languages
- ❖ Complete branding: Entire booking with the Hotels branded website's colours, words, pictures, logos etc
- ❖ Complete control: All inventory, rates, packages and accounts managed by the hotel
- ❖ Additional Services Available: Global Agent Commission Payment System, ResAvenue Channel Connect, Voice Reservation Services and more.
- ❖ Earn continuing residual commissions from the reservations generated by your Hotel clients. This will continue as long as the your Hotel client is live with ResAvenue.