Confirm tkt
Your Ticket Search Ends Here
Confirmtkt is disrupting the way people plan & book their train.

“Seamless Door to Door Travel”

- **Best Route**: Best route which can save time & money
- **Personalized options**: Personalized options across modes of transport considering price, duration & comfort
- **Predicts Train Ticket confirmations**: Prediction confirmation chances in case of waitlisted train tickets
- **Seamless Payment**: Book complete itinerary in one shot with a single payment

Confirmtkt is building a door to door multimodal travel search engine focused on providing seamless discovery and booking experience.
.. Differentiator in highly competitive travel industry

Bringing together search and booking experiences

Meta Search → Seamless (Search + Booking) → Online Ticket Booking

Confirmtkt's differentiated winning strategy

Proven global comparables

Confirmtkt creates unique value to the travelers by bringing together the power of meta search and booking engine
.. Product with built-in defensibility

Predictions powered by 4 years of historical ticketing trends which are not freely available

Patent Pending algorithm which powers multimodal travel search

Trusted brand for train travelers (70% share in Indian travel market)

Confirmkt product has built in defensibility which would automatically act a barrier for any new entrant.
Solving massively complex problems

“Waitlisted train tickets”
In India, getting a train ticket is almost close to impossible. Travelers would end up in last minute hassle /cancel their trips

750 Mn +
Tickets booked on trains / yr

300 Mn +
on waitlist / yr

130 Mn
Cancel trips due to unconfirmed tickets / yr

“Tedious ticket search & booking process”
Only 4% of the routes are directly connected — people take up multiple modes to reach their destination And book across multiple travel portals.

Travel by multiple modes
Multiple Payments
..Need of the hour product features with intuitive interface

Searches

Predicts

Discovers

Books

Best route to travel

Personalized Options

Predicts the availability

Single Payment

1 Tap
..Resulting in high user acceptance and strong metrics

- **2.2Mn+** Total mobile app downloads
- **1.5Mn** Monthly active users
- **10Mn+** Travel searches/month
- **97%** Sessions by repeat users
- **27%** 3 Month retention (18% industry wide retention)
- **87%** Installs via referrals & organic channels

*Source: Company Data*
.. Tremendous growth in user base

**MONTHLY ACTIVE USERS - MOBILE**

Jan-16: 236701
Feb-16: 237659
Mar-16: 256213
Apr-16: 280067
May-16: 305138
Jun-16: 309800
Jul-16: 326028
Aug-16: 356949
Sep-16: 450150
Oct-16: 430769
Nov-16: 438445
Dec-16: 504532
Jan-17: 500130
Feb-17: 548418
Mar-17: 516354
Apr-17: 509352
May-17: 509800
Jun-17: 530138
Jul-17: 544533
Aug-17: 521053
Sep-17: 540456
Oct-17: 538357
Nov-17: 513013
Dec-17: 450150
Jan-18: 430769
Feb-18: 383573
Mar-18: 404546
Apr-18: 438445
May-18: 516354
Jun-18: 509352
Jul-18: 500130
Aug-18: 548418

**WEB VS MOBILE**

- Q4 FY 2015-2016: 69.5% Web, 30.5% Mobile
- Q1 FY 2016-2017: 67.6% Web, 32.4% Mobile
- Q2 FY 2016-2017: 52.1% Web, 47.9% Mobile
- Q3 FY 2016-2017: 64.0% Web, 36.0% Mobile

**85% ORGANIC & DIRECT TRAFFIC**

- Organic Search: 44%
- Direct: 41%
- Paid Search: 0%
- Referral: 3%
- Affiliates: 3%
- Social: 8%

Source: Company Data

4X
Growth in total MAU (Last 4 quarters)

2X
Growth in Mobile MAU (Last 4 quarters)

60%
Traffic is from mobile. (Avg.)

85%
Organic & Direct Traffic
.. and high engagement

**LOYALTY**

<table>
<thead>
<tr>
<th>Session Instances</th>
<th>Instances</th>
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<tbody>
<tr>
<td>201+</td>
<td>3000000</td>
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<td>500000</td>
</tr>
<tr>
<td>51-100</td>
<td>100000</td>
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<td>26-50</td>
<td>50000</td>
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<td>20</td>
</tr>
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<td>10</td>
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</table>

**High Loyalty**

High usage from users who did 200+ sessions instances

**REPEAT USAGE**

- **High Repeat**
  - 97% sessions by repeat users

**USER COHORTS**

- **MONTH 1**: 49
- **MONTH 2**: 34.65
- **MONTH 3**: 27.2

**AVERAGE INDUSTRY RETENTIONS**

- **MONTH 1**: 36
- **MONTH 2**: 24
- **MONTH 3**: 18

**High Retentions**

User base retentions better than industry standards

Source: Localytics Report

Source: Company Data
.. Turns into a huge USD 21.7 Bn market opportunity

Need of hour product with strong defensibility

Rapidly growing & engaging user base

Lowest customer acquisition costs

Lean Tech driven model with Zero operational load

Profitable business with Focus on unit economics

$7.1Bn Rail
+ $4.0Bn Bus
+ $9.9Bn Flight
+ $0.7Bn Car = $21.7Bn

(Future expansion opportunity)

Source: Make my trip Investor Presentation & Wikipedia
Product & business adoption

Train PNR Prediction Platform

Established footprint with problem solving features

- Train W/L predictions
- Alternative travel options across trains, buses and flights.

Expanding the scope of services

Built a multimodal search engine, expanding the scope of services across buses, intercity cabs, flights & Intra city travel

- Train bookings with Ezeego1
- Seamless Bus booking with Redbus
- Intercity Cab Booking

D2D search with seamless payment

Launch seamless bookings across platforms

- Completing the booking on the platform by aggregation and consuming the inventory of other OTA’s

Strong Brand Recognition

- Organic Search: 44%
- Direct: 41%
- Affiliates: 4%
- Social: 8%
- Paid Search: 0%
- Referral: 3%

Business Overview

Business Model

Market overview

Future Expansion & Growth

Corporate Team
**Business model**

**Primary Line of Business:**

**Travel Ticketing:**
- Completing the door to door travel bookings on platform with trains, buses, cabs & flights
- Commissions ranging from 2% to 6% of transaction value

**Food on Train:**
- Food bookings live with **Travelkhana**
- Flat commission of 10% on transaction value

**Secondary Line of Business:**

**Prediction API Monetization:**
- Currently we power Train waitist predictions for **Goibibo, Makemytrip, Paytm & Haptik**

**Target Ads:**
- Contextual native ads based on search and user profile
- Payout based on CPM & CPC models

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A typical traveler spends:

- Intra city cab's
- Holiday Packages
- Hotels
- Flights
- Food on Train
- Bus Ticket's
  - Train ticket's
  - Intercity Taxi's
.. Number speak about our user acceptance

**BUS BOOKINGS - MONTHLY**

<table>
<thead>
<tr>
<th>Month</th>
<th>Bookings</th>
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<tr>
<td>Apr-17</td>
<td>697</td>
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<tr>
<td>May-17</td>
<td>1337</td>
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<tr>
<td>Jun-17</td>
<td>1501</td>
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<td>Aug-17</td>
<td>1725</td>
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<tr>
<td>Sep-17</td>
<td>2300</td>
</tr>
</tbody>
</table>

**4.5X**
Growth in bookings (Last 1 quarters)

**1050**
Avg Transaction Value

**18%**
Repeat Bookings

**Source**: Company Data
Competition

High India Focus

Low relevance (Multimodal Search)

Ixigo.com

RailYatri

Confirmkt

Low India Focus

High relevance (Multimodal Search)

Goeuro

Rome2rio
Competitive advantages

First to Market

Pioneers in introducing Train W/L predictions & alternate travel options in trains

Powered by Data

Powered by the 4 years past data and growing. The future products would be driven by the data

Patented Algorithm

Powered by patent pending algorithm which discovers the best ticketing options available

Tailor Made for India

Multimodal search tailor made for Indian users with valuable trains insights and info - keeps global players away

Strong Brand Reco

Strong Brand recognition. Trusted & accepted by Indian users with 41% direct users

High Mobile Presence

Highly engaging and active mobile user base across android, windows, IOS & Tizen (Beta)
Creating complete travel experience

**Confirmtkt would be a single app which would give a complete travel experience from the step.**

- **Trip Planning**: Door to Door multimodal travel Search
- **Trip Research**: Price comparisons, accommodations & places info
- **Trip Booking**: Seamless booking experience with a single payment
- **On trip Experience**: Pushing right info at the right time (places to visit, things to do etc.)
- **Trip Management**: Tracking reservations, trip status, cancellations, refunds etc.
Travel data Analytics & Personalized travel

- Predict the demand
- Personalize the itineraries
- Optimize the pricing
- Optimize the revenue
- Route planning
- Plan marketing initiatives based on demand
- User Purchase trends
- And many more

Confirmtkt travel insights would help Airlines and Travel operators to make meaningful and crucial decisions powered by big data and machine learning.
**Team**

**Founding Team:**

- Dinesh Kumar Kotha, CEO Nitian & Ex-IBM @Product dev & strategy.
- Sripad Vaidya, COO Ex-IBM @Analytics & operations.

**Board Members:**

- Pravin Agarwala Ex-SVP of SAP India & CEO – Better place safety solutions
- Anirudh Damani Leading angel investor & Partner at Artha Venture partners

**Strategic Investor:**

- Urrshila Kerkar Executive Director Cox & Kings

**Mentors & Other investors:**

- Mitesh Shah CFO, Bookmyshow & Ex-CFO Ola Cabs
- Sanjay Mehta Leading Angel investor Director Core Media

**Incubators & accelerators:**

- Cox & Kings
- amadeus NEXT
- Google
- Start
Journey so far

- June `12: Started gathering historical info of trains
- July `14: Website Beta Launch
- Oct `14: Windows App Launch
- Dec `14: 50K Android App downloads
- April `15: 100 k Android App Downloads
- February `16: Multi modal Search Launch
- June `16: 500 k Android App Downloads
- October `16: 1 Mn Android App Downloads
- December `16: 1.5 Mn App Downloads
- June `17: 2 Mn App Downloads
- September `17: InterCity Cab Bookings
- Android App Beta Launch
- Mobile Website Launch
- 25K Monthly mobile active users
- IOS App Launch
- Tizen Launch
- Android App featured on App store
- Bus & Train Bookings launch
- Food Cab Bookings
Thank you!

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