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FOR IMMEDIATE RELEASE

## **tripMela.com Launches Website Publishing Travel Deals for India's Travellers**

Only Site Dedicated to Providing Online Travel Specials for Indian Travellers

*Consumers Can View Air, Hotel and Vacation Packages  
at tripMela.com or via emails delivered directly to their inbox*

**New York, February 27, 2006** – tripMela.com, India's best source for online travel specials, announced the launch of its new website publishing travel deals exclusively for travellers in India. India's consumers now have one place they can trust to view the best travel deals for the destinations they visit most often.

The Indian travel market is booming, with the country seeing a 25% growth in air passenger traffic in 2005. Growth will continue in the future, as India's airlines have more aircraft on order than carriers from any other country. In addition, India's online population continues to grow at a rapid pace. According to the Internet & Mobile Association of India, the number of Internet users in the country grew to 38.5 million in 2005, up 54% over the prior year.

"India's travel market is one of the fastest growing in the world," noted CEO and co-founder Jared Blank. "It's time that India's travellers have access to all of the great deals that are available to them."

"Before tripMela.com," he added, "travellers had to call their travel agent and hope that they were aware of all of the deals out there. Now, they can just visit tripMela.com to see all the special deals for air, hotel and vacation packages in one place."

Consumers can also sign up for the 10 Best Deals weekly newsletter, which will send the best deals of the week right to their email inbox. Best of all, it's free!

tripMela is not an online booking site. Reservations are made directly with our partners, so consumers always know where they're booking. tripMela is focused solely on bringing together the best travel specials available to India's travellers. Travellers benefit because they no longer have to sift through deals that targeted to American or European travellers.

A few examples of this week's great deals include:

- Airfare from Mumbai to Baroda is only Rs 999 on GoAir.
- The Luxurious 5 Star Sheraton Mughal Agra is Rs 7999 for 2 nights, plus a 25% discount on food and beverage.
- A six night package to Kerala including air and hotel starts at just Rs 22684.

**About tripMela, Inc.**

tripMela.com is India's only online publisher of airfare specials, hotel deals, and great travel packages. No other website brings together travel deals specially tailored for India's travellers. Our goal is simply to work with travel companies to bring you the lowest fares and cheapest hotel rates tailored for India's growing travel population. In addition to publishing new deals daily at tripMela.com, every Tuesday we send out the 10 Best Deals Weekly Newsletter, with our hottest specials for the week. Signup is free and tailored to India's travellers--no more will you have to sift through travel deals to places you don't want to go.