

The logo for One fine rate.com features a stylized circular icon on the left, composed of two curved arrows forming a circle, one in purple and one in yellow. To the right of the icon, the text "One fine rate.com" is displayed in a sans-serif font. "One" and ".com" are in purple, "fine" is in yellow, and "rate" is in purple.

One fine rate.com

# Post CoVID: Return to profitability?

Cost control - a necessity

Automate: To the extent possible

Onefinerate.com: Digital solution that replaces expensive Reservation & Sales Distribution costs at unseen speed & efficiency

## Expand your distribution to new clients without negotiating for contracts with each buyer

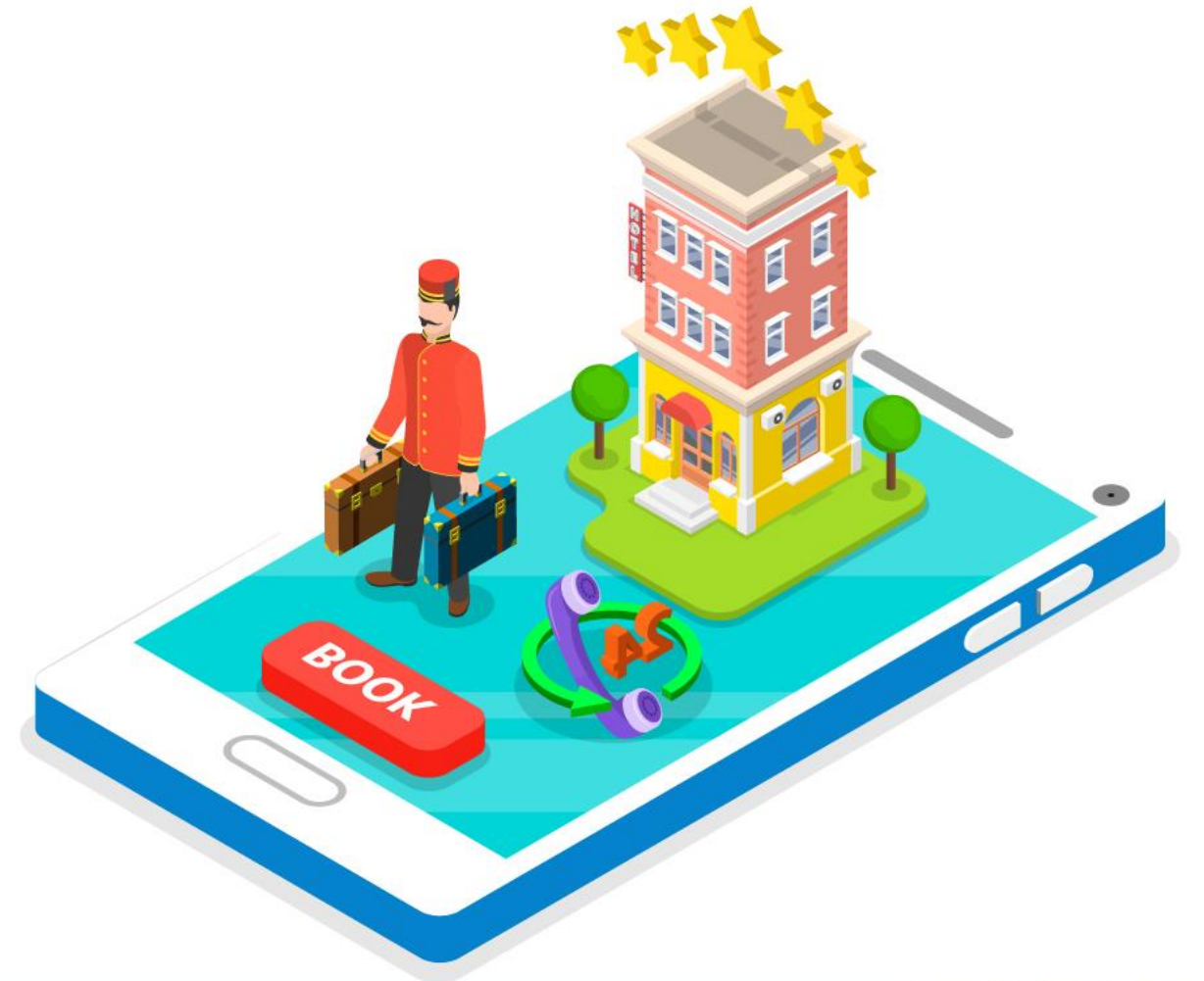
OneFineRate (OFR) is a revenue-enhancing business model for buyers and sellers.

The novel and intuitive marketplace allows forging of new relationships where none existed before.

Hotels discover **new** Corporates and Travel Agents.

Who in turn **start booking rooms** with hotels that they never did before.  
To the booker OFR loyalty points an added incentive

Serendipity!



## Enabling the only missing link in the distribution ecosystem

### Unseen benefits to the Hotels

Opportunity to distribute inventory and special / contracted rates to a vast selection of Corporates and Travel Agents across India

Most that you have neither heard nor worked with!

Automate booking cycle and eliminate any manual intervention

### Real Time Update

- Offer different rates to different buyers as and when required.
- Open & close inventory basis business status.
- Communicate special promotions / special rates / overriding commissions instantly and effectively!
- Instantly Bookable



# Transformational change – Ushering a new era in Hotel Reservations

## SCENARIO NOW

**Inability** for many to deal directly with hotels.  
**Restricted** distribution network – Dependence on Hotel sales to identify new partners & relationships

**Complex** manual supply chain – aggregator / retail chain / complex commission structure

**Static** contracted rates, complex negotiations & terms.  
**Manual** dependence on room confirmations.

**Difficult access** to productivity reports & numbers

## SCENARIO WITH ONE FINE RATE

TAs, Corporates & Hotels: **Ability** for each to deal direct. **Expand distribution network** – Identify partners in the marketplace. Enables unseen efficiency for **Hotel sales**

**Automated supply chain** – Direct access to aggregator / retail agent / corporate implant. Simple and easy commission structure – Cut & pay!

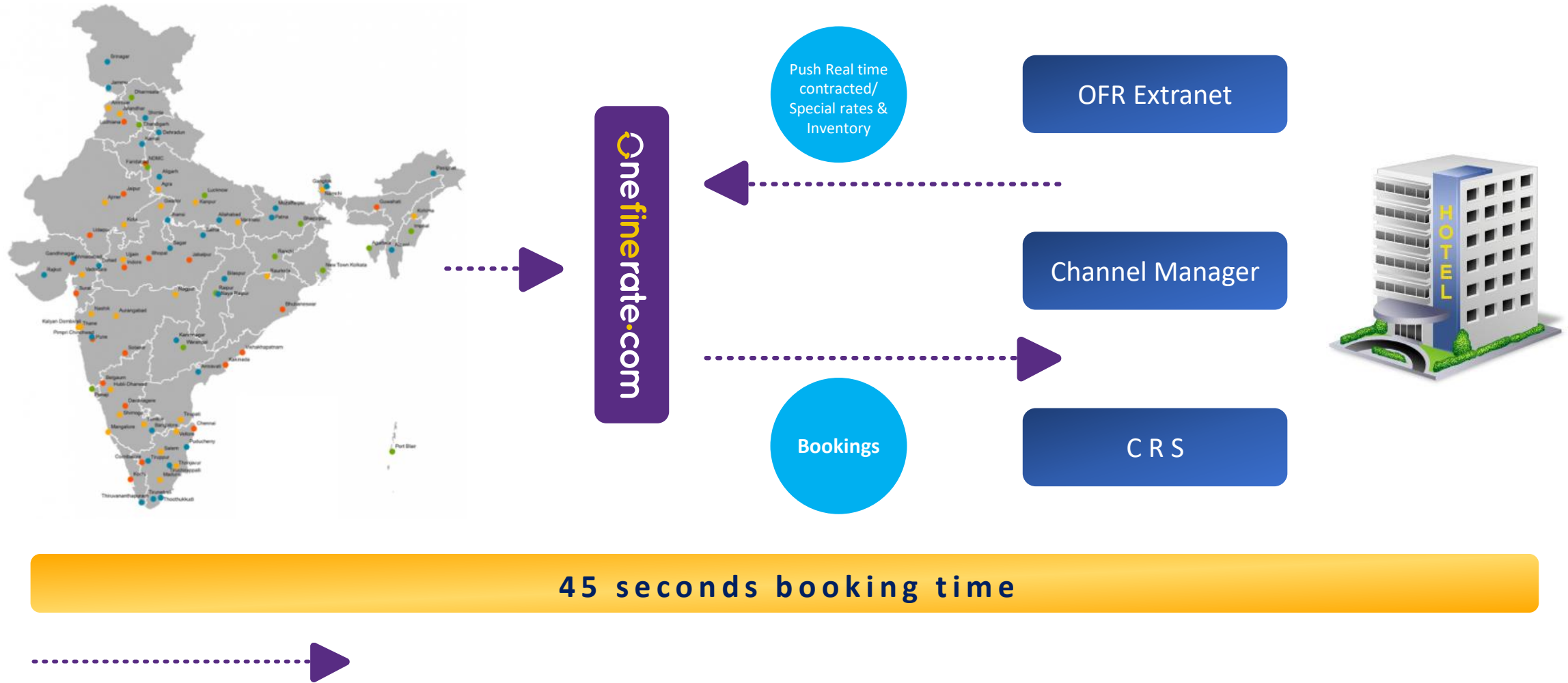
**Rate dynamism and distribution capability** super fast search and automated **45 seconds booking process** direct to suppliers. No manual reservation handling – Matching an OTA efficiency!

**Online access** to productivity & numbers

**Reduced** Sales & Reservation costs

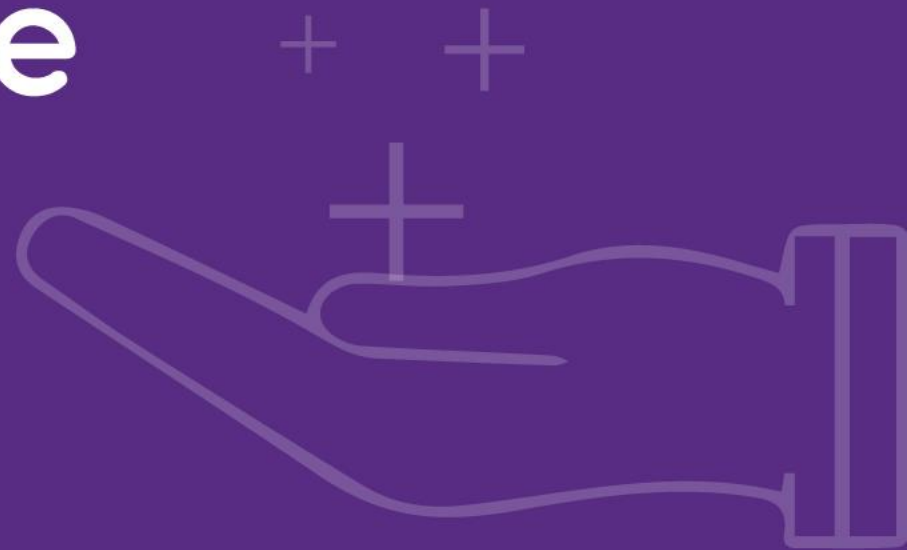
Bookers earn OFR **Loyalty Points** on every FIT and MICE bookings

# Travel Agents & Small & Medium Enterprises (SMEs) across India



Incremental Revenue Opportunity:  
Improved sales, network & distribution

 **one fine rate**



## OFR - MARKETPLACE

Find hundreds of Travel Agents and SMEs across India indicating travel to Hotel's destinations. Offer rates basis their potential to produce for your city / hotel.

Move away from static special rates / offers to dynamic special rates.  
Capability to offer different rates to different SMEs & Travel Agents within the same city.

Strict rate access to **TAs** and **Small & Medium corporates (SMEs)** assures distribution of special contracted rates to better rate yielding **Travel Agents** and **SMEs** with  
**No Fear Of Rate Disparity**

All reservation are guaranteed and with advance payments



Hotel Sales chooses TAs / SMEs that they wish to distribute rates to



Speed of Transaction:  
**45 Seconds!**



Hotel grows footprint in the country, identifies relationships, attains efficiency standards and becomes recipient of supreme market knowledge



## MARKETING CAMPAIGN

Communicate fast & easy to hundreds of bookers instantly and effectively about special promotions / rates etc. Message reaches Inbox instantly. Improve your pace of pick up. Open and shut rates and inventory basis business in books.



## THE COMPETITIVE SCENARIO NOW

Often conversion may not be possible at the offered contracted rate.  
TA is likely to convert business with competition or the customer / corporate will move to another hotel on the OTA

**Do you let the business go or will you accept a slightly lower rate?  
Let the enquiry reach you.**

**Take a call basis your business on books and total revenue potential**

Will you offer a discount when multiple hotel rooms are enquired?  
Are you willing to consider a discount for a long stay enquiry?  
Will you consider a slightly lower rate to sell suites ?

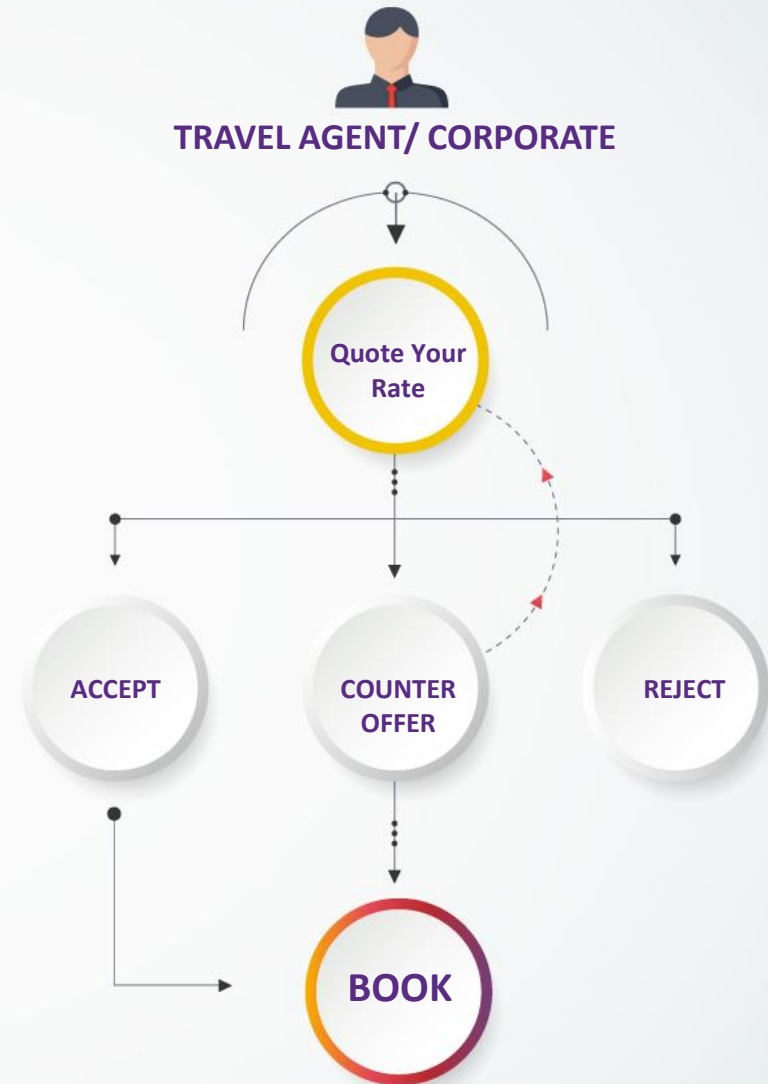
**To ensure conversion, TAs and corporates have an amazing opportunity to 'Quote a Rate' and try conversion one more time.**

Instant notification sent as an enquiry to the Hotel to  
Accept, Reject or give a counter offer!

**All within seconds!**

## Not manual but Automated solutions for 'Quote Your Rate' conversions

Configure OFR's intelligence rate grid with variety of business formulas and algorithms with rate empowerments basis business situations.  
The algorithms either meets the rate threshold and accept the rate offer instantly or allows the hotel to place a counter rate offer or simply turn the offer down.



Incremental Revenue Opportunity:  
Making sales leads more effective

 **one**finerate



**Real time** inventory and rates to the buyers

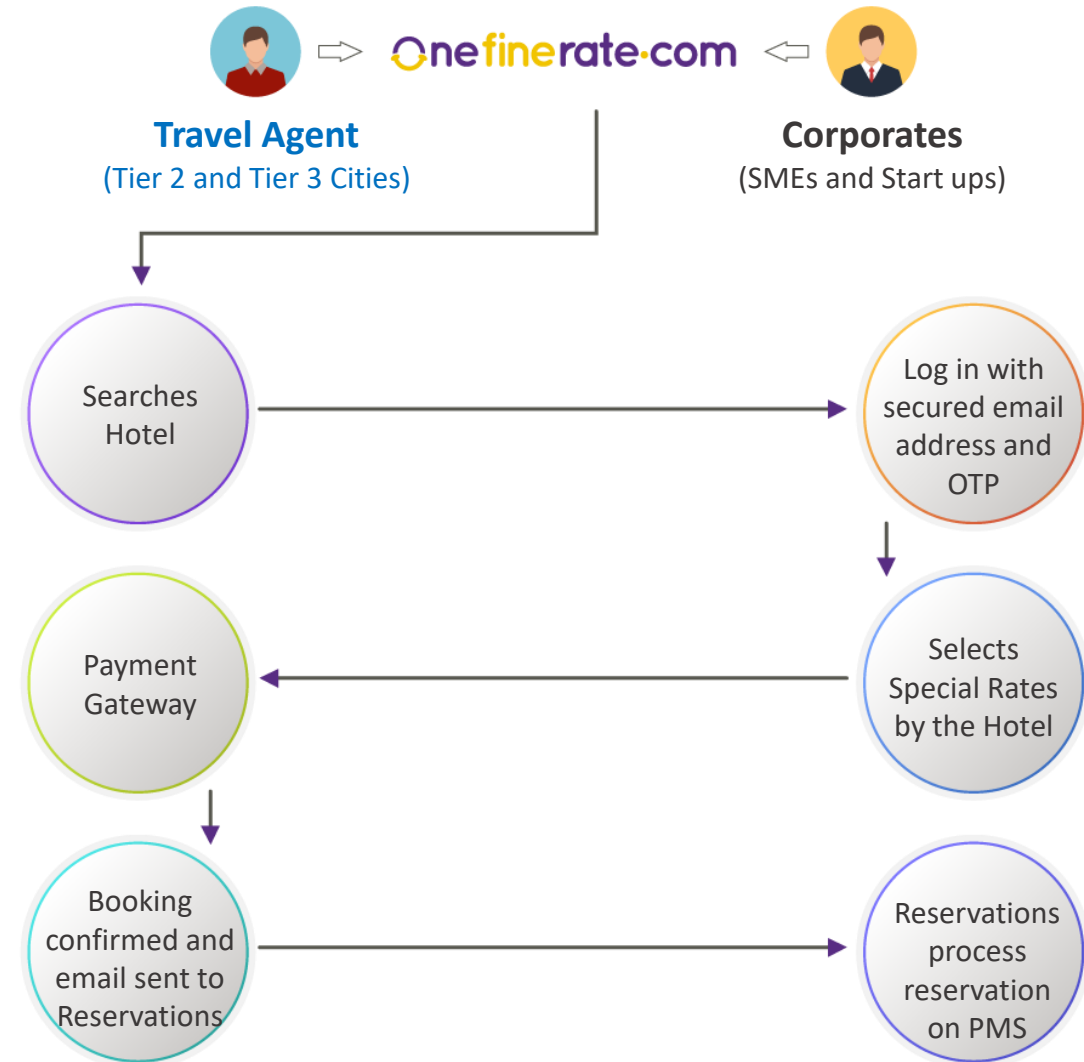
Reservation Process time:  
**45 Secs**

### 2-Factor Authentication of

Travel Agents and Corporates by a secure log in and one time password verification to safeguard the Hotel's Special Rates.

**Sales Account Manager is sent an alert of every reservation of his / her accounts (TA / Corporates / Region) mapped as responsibility**

Guaranteed or **prepaid** reservations



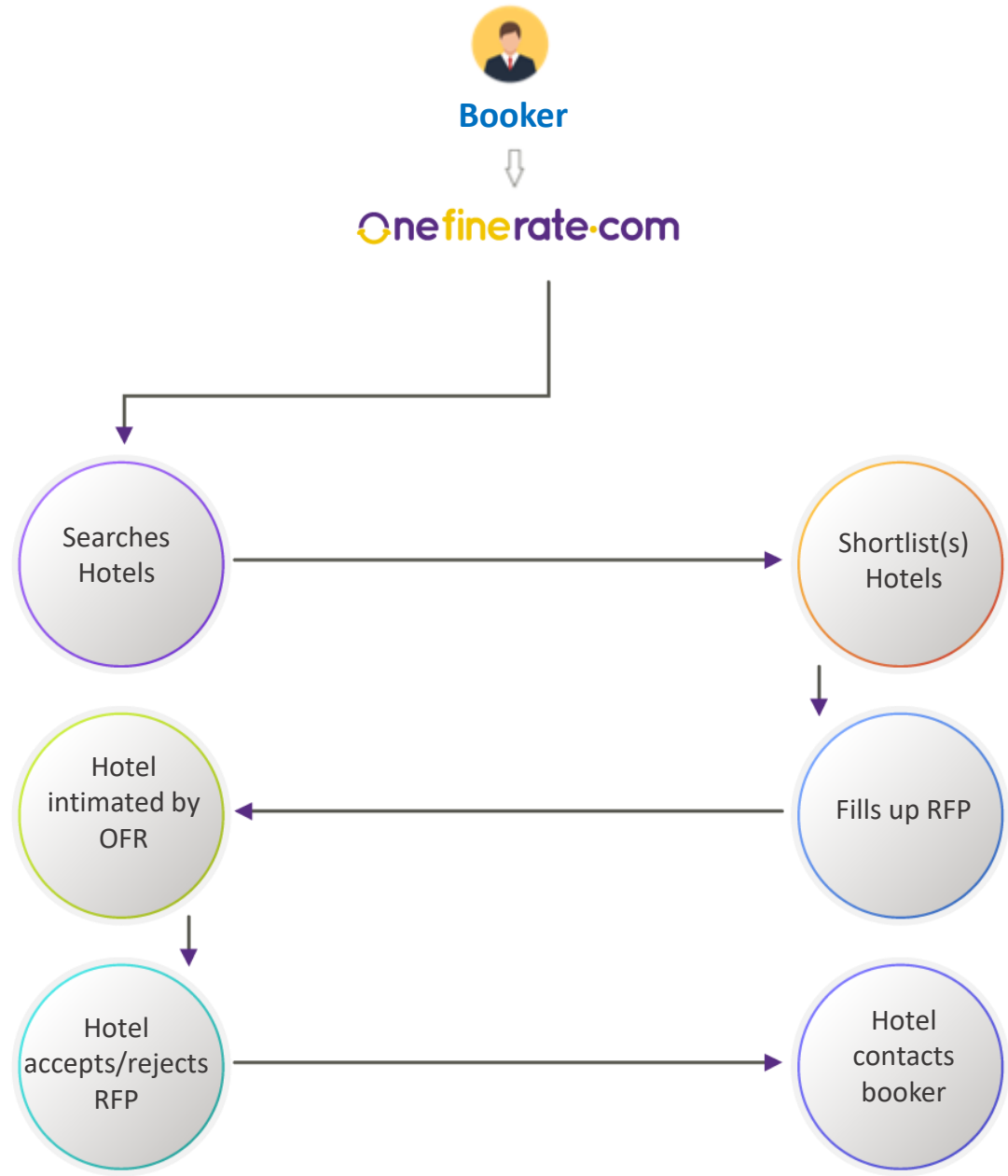
# MICE Lead Generation

Receive MICE enquiries directly from bookers

Reach untouched markets of Tier 2 and Tier 3 cities

No sign up fee

Pay for materialized MICE bookings





## **RAVISH SWARUP:** Founder & CEO

Ravish learnt the business of Hotels during his tenure of 22 years with The Oberoi Group.

He last served the company as Group's Senior Vice President.

Ravish is a graduate of The Oberoi Centre for Learning & Development (OCLD) and is a MBA

He is an industry expert on Hotel Operations, Sales & Marketing, Hotel Reservations, Revenue and rate yield management, global distribution, consortia marketing, guest recognition programs etc.

