MARKET RESEARCH & CATEGORY BLUEPRINT

150 Million Senior Zero Travel Product build for them

A case for MakeMyTrip to own India's fastest growing, completely unserved travel segment.

193M
Seniors by 2031 · growing at 3.2% CAGR

0
Scaled premium senior care travel operators in India

$51B
India online travel market (2024) · 9.3% CAGR → $124B by 2033

make my trip | Mitram Initiative: Senior Travel

Senior Assisted Travel · India 50+ · MakeMyTrip Category Extension

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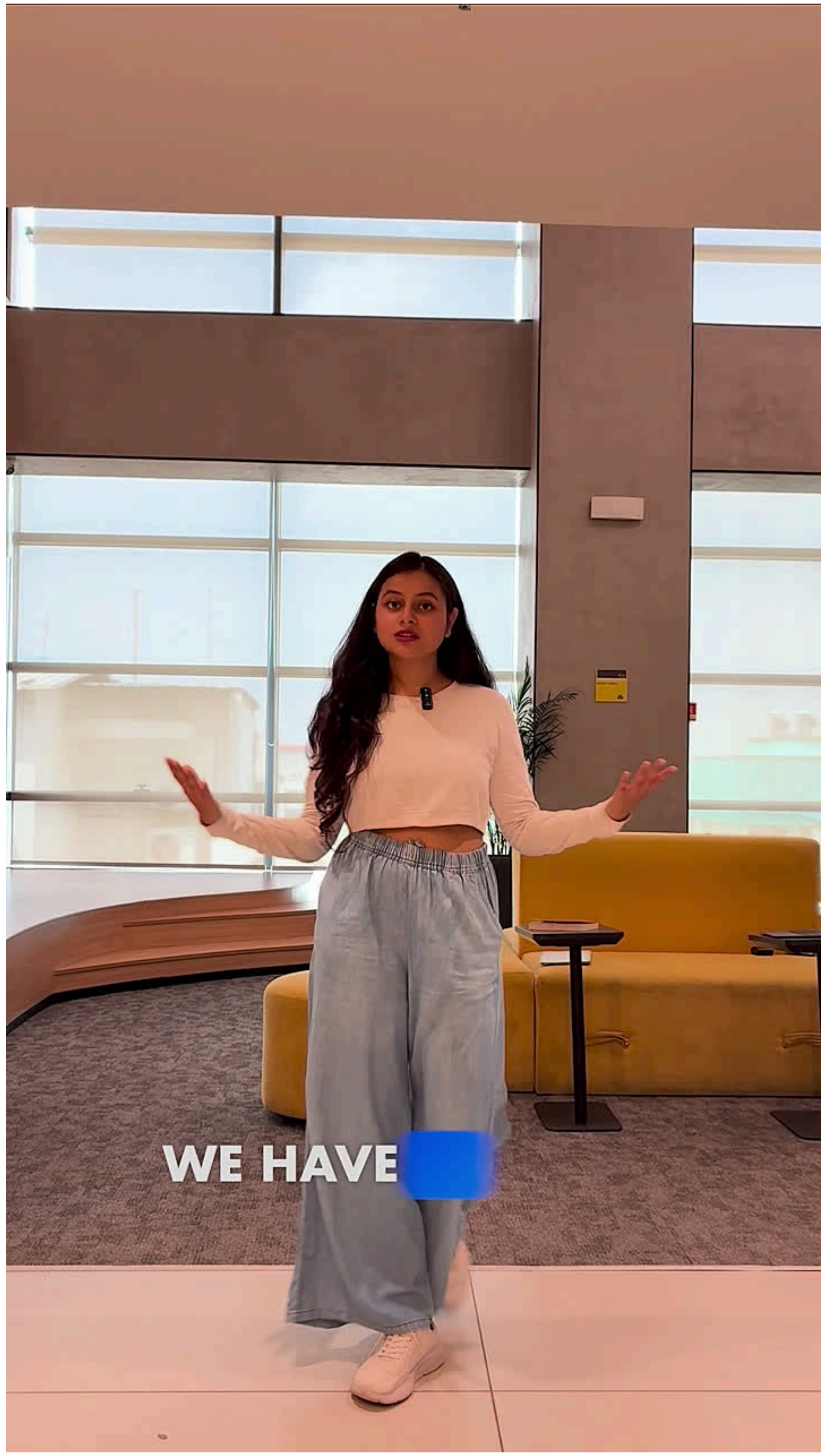


150 Million Seniors Zero Travel Products We're Fixing That

Senior Travels → Family pays

Neither are served today.

The Senior Pilgrim
60–80 yrs · Tier 1 India

Wants
Char Dham before it's too late. Vaishno Devi one more time. A yatra with dignity.

Fears
Falls. Medical emergency mid-trip. Being a burden on family. Travelling alone.

Buyer role
The user but depends on adult child to find, evaluate, and book.

The Adult Child
30-48 yrs · Urban professional · THE PAYOR

Wants
Peace of mind. Not to drop everything to escort parents. A product they can trust remotely.

Fears
Parent falls ill on trip. No one to call. No visibility. No control.

Buyer role
Primary decision-maker Researches, compares, pays. 43% of all bookings.

The NRI Buyer
30-45 yrs · Dubai / UK / USA · HIGHEST ARPU

Wants
A product that replaces their physical presence. 24/7 tracking. Multi-currency payment.

Fears
Parents are alone in India. Trip goes wrong. Can't reach anyone from abroad.

Buyer role
Pays in AED/USD/GBP
Guilt-driven. Highest willingness to pay premium.

Market Research Finding

Demand is confirmed. Trust is the only barrier.

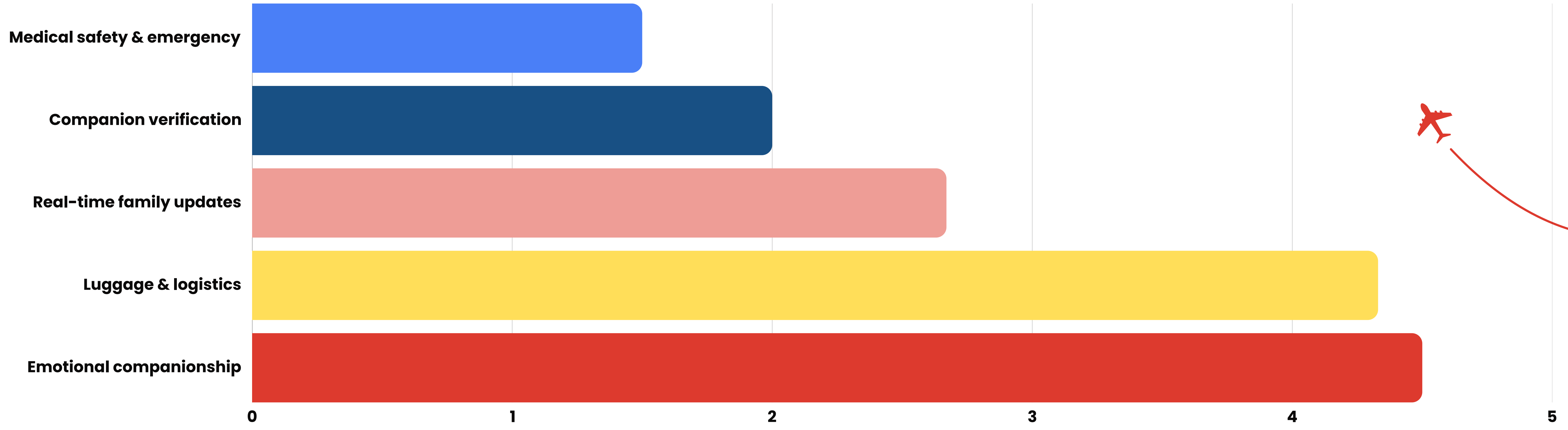
100%
open to using MITRAM
Zero rejections in concept test

77%
see Char Dham at 72 as possible
0% said "too risky"

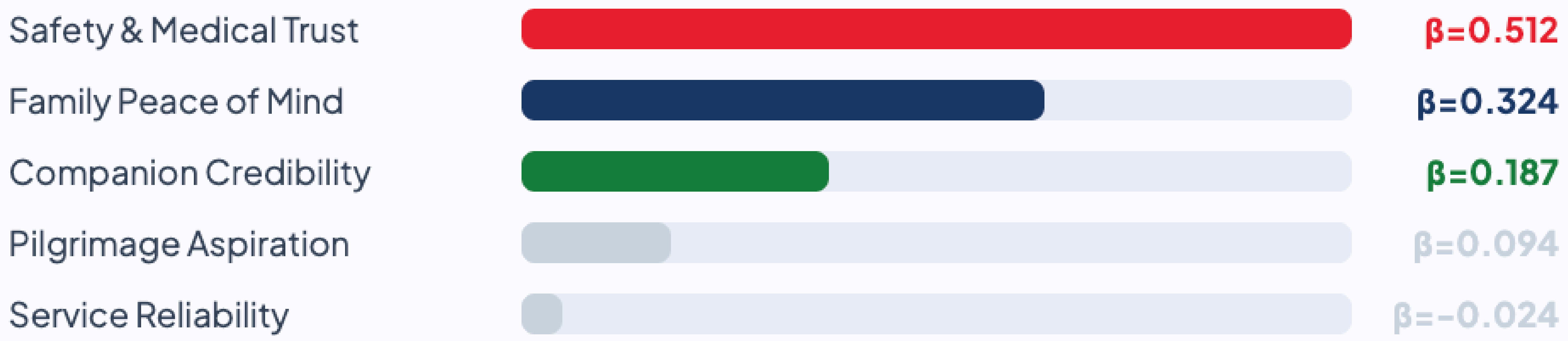
56%
whole family worries equally
Family-unit purchase decision

38%
say police verification = #1 trust signal
MMT brand trust = 0%

FEATURE PRIORITY RANKING (lower = more important)



What drives purchase intent (regression)



Highest-value cluster: NRI adult child

Age **30–45** · **Parents 65–78** in **India**

Pays in **AED/GBP/USD** · Books on behalf

Key drivers: verification, GPS tracking, medical attendant

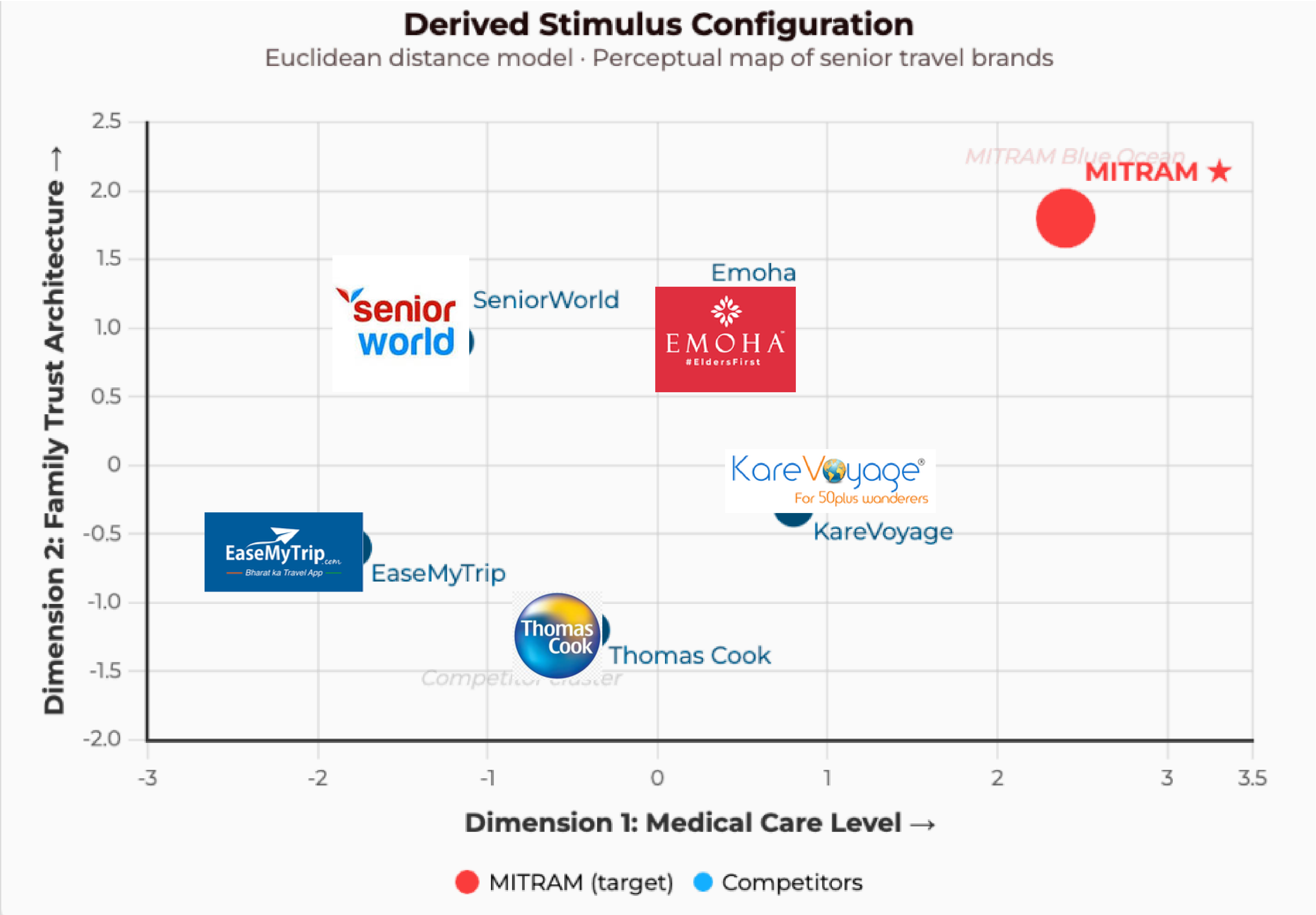
Positioning (MDS): unclaimed quadrant

MITRAM is the only brand in the High Medical Care + High Family Trust quadrant. KareVoyage, Thomas Cook, Emoha none occupy this space. Blue ocean confirmed.

Stress = 0.089 (good fit) · 2 dimensions · 71.3% variance explained

Positioning Analysis (MDS)

Multi-Dimensional Scaling · Euclidean Distance Model · Senior Travel Companion Category · MITRAM vs Competitors



Brand Positions on the Map

MITRAM : High Care, High Family Trust

KareVoyage : Mid Comfort, Low Family Tech

SeniorWorld : Low Care, Low Family Tech

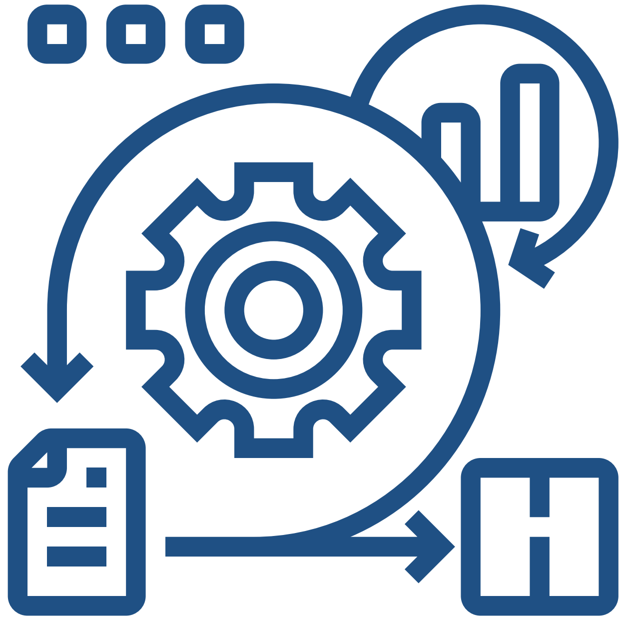
Thomas Cook : Low Care, Low Family Trust

Emoha : Moderate Care, Mid Family

EaseMyTrip : No Care Layer, Booking Only

MDS · Euclidean distance · 2 dimensions · Stress value = 0.089 (good fit) · Perception data from 30 respondents

WHY MAKEMYTRIP SHOULD ENTER?...

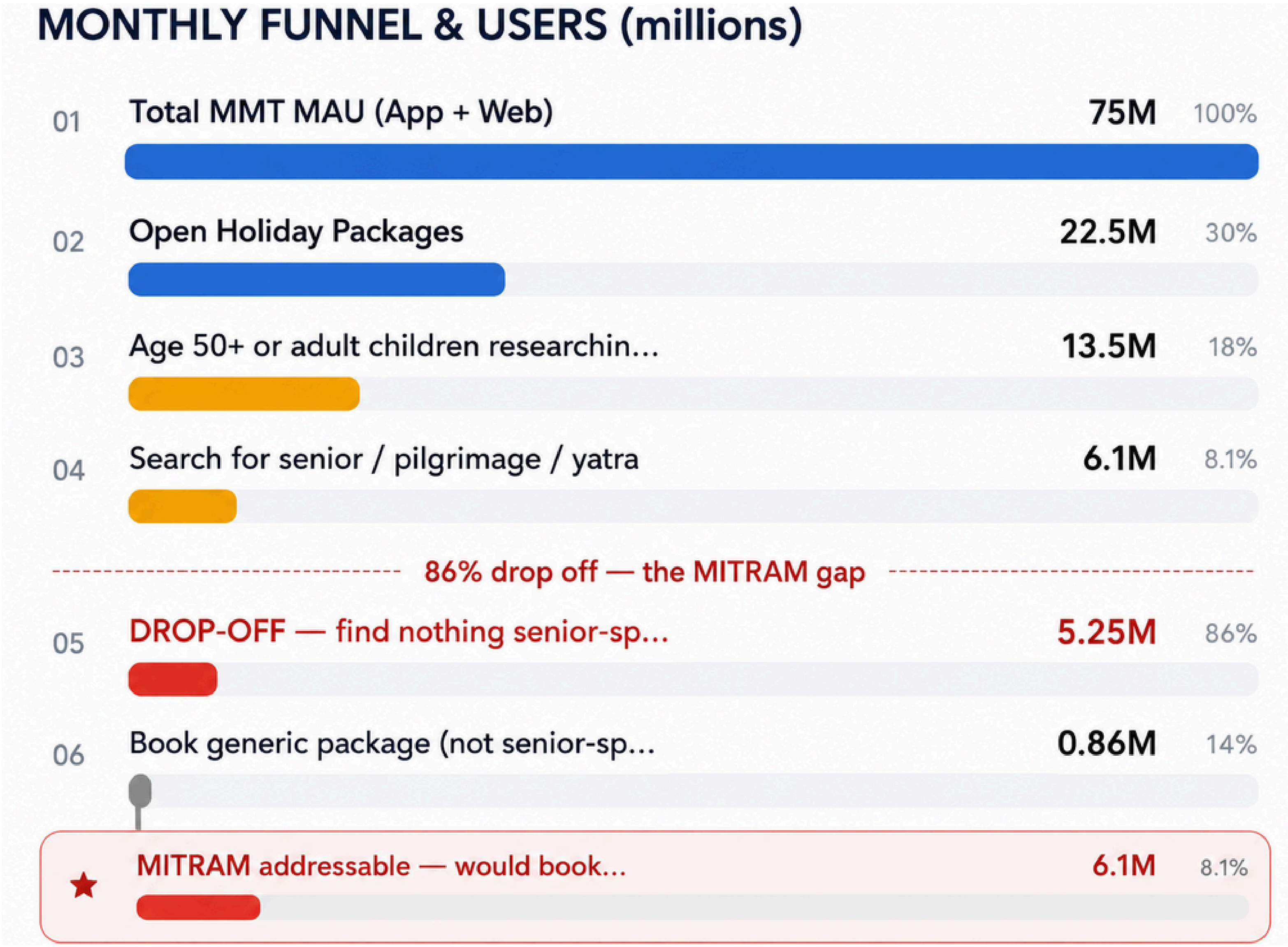


6.1M users search for Senior Travel on MMT every month

86% leave without booking. That's a ₹1,837 Cr monthly leak

WHAT MMT ALREADY HAS?

75M	Monthly active users (FY2025)
82M	Lifetime transacted user base
70%+	Repeat booking rate
51%	OTA market share in India
1.7M	NRI visitors/month (US+UAE+UK+CA)
$9.8B	Gross booking value FY2025



Monthly revenue leak

₹1,837 Cr

5.25M × ₹35K avg package = unbooked GMV

MITRAM captures this

6.1M

addressable users/month

SENTRAVEL FUNNEL on MakeMyTrip

Monthly

Monthly : India + NRI combined · June 2026

1. 100%
75M
Total MMT MAU (App + Web)

▼ All users enter platform
for flights, hotels, packages

2. 30%
22.5M
Users who open Holiday Packages section

▼ 70% go to flights/hotels directly
Skip packages

3. 18%
13.5M
Age 50+ users OR adult children (30-50) researching for parents

▼ Estimated from India 50+ digital population (27M) × MMT share (51%)

4. 8.1%
6.1M
Search for senior / pilgrimage / group yatra / assisted travel

▼ High-intent
senior travel searchers

5. 86%
5.25M
DROP-OFF : Find nothing senior-specific on MMT

▼ 86% of senior searchers leave without finding a
suitable product : the MITRAM gap

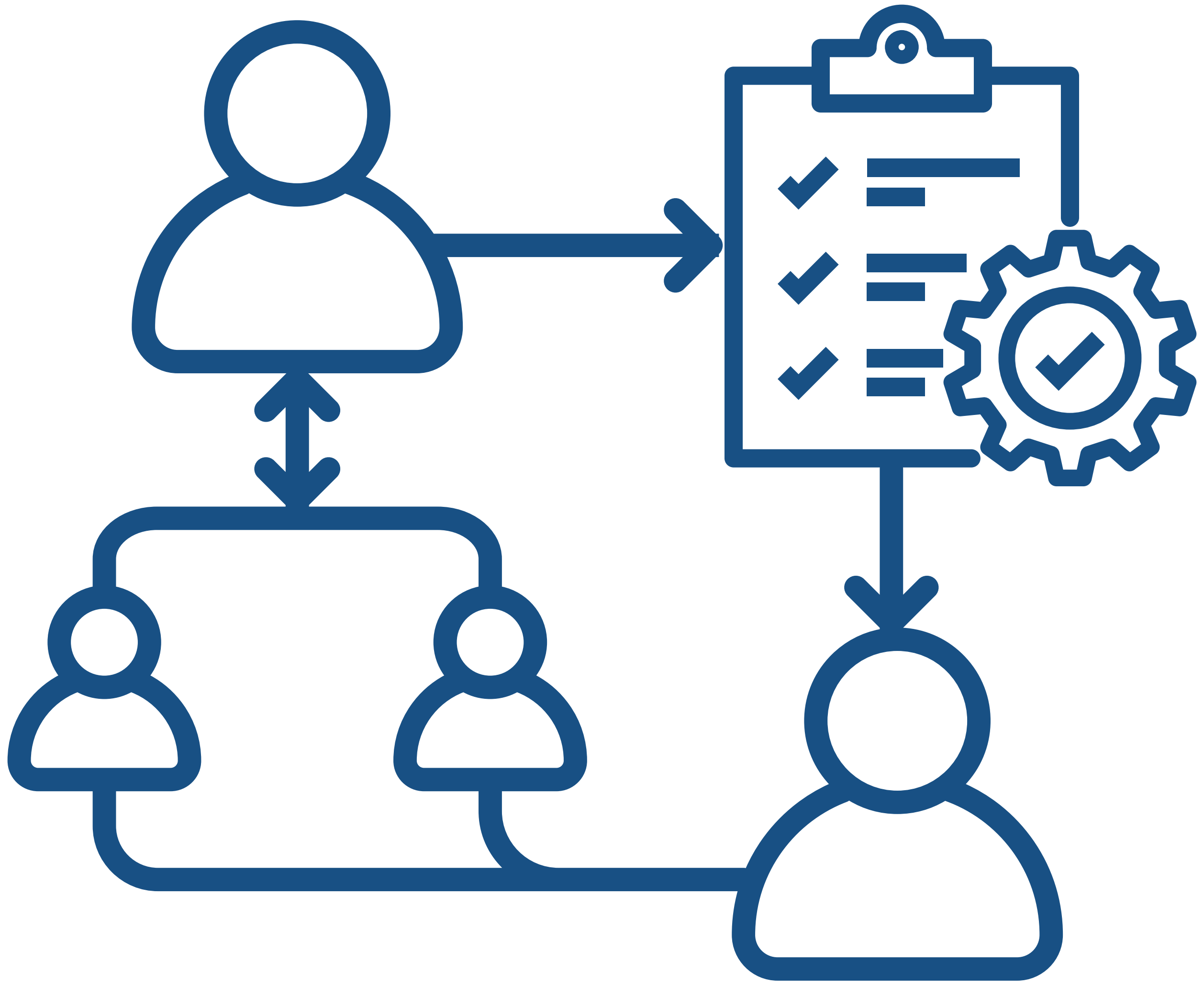
6. 14%
860K
Book generic pilgrimage / group package (not senior-specific)

▼ Settle for a sub-optimal product
unserved need persists

7. 8.1%
6.1M
MITRAM Addressable : Would book if product existed

- 75M MMT MAU → Source: MMT's FY2025 annual report / investor presentation.
- 27M India 50+ digital population → Source: likely TRAI data, IAMAI report, or Census 2021 projections.
- 51% MMT OTA market share → Source: Redseer, KPMG, or similar industry report.
- 193M seniors by 2031, 3.2% CAGR → Source: UN Population Division or Census of India projections.
- $51B India online travel market → Source: likely Mordor Intelligence, IBEF, or Statista.

GTM + IMPLEMENTATION PHASES



Three phases. Trust first, pilgrimage second, membership third.

PHASE 1 · MONTH 1–18

MITRAM Saathi

City companion escort

→ Per-trip companion: ₹2,400
→ Delhi, Mumbai, Bangalore first
→ Police-verified Saathis
→ Family live tracking app
→ Build trust before volume

₹420 Cr
Yr 3 Revenue

Month 7
Breakeven

PHASE 2 · MONTH 18–24

MITRAM Yatra

5–8 day pilgrimage packages

→ ₹28K–₹55K per package
→ 8 pilgrimage routes
→ Medical attendant on every trip
→ Jain satvik meal options
→ Repeat booking driver

₹1,596 Cr
Yr 3 Revenue

35.7%
EBITDA Margin

PHASE 3 · MONTH 24+

MITRAM Prestige

Annual NRI membership

→ Silver ₹35K / Gold ₹65K / Platinum ₹1.2L
→ NRI multi-currency gateway
→ NRI family dashboard
→ Guilt-relief annual subscription
→ Highest LTV segment

₹1,595 Cr
Yr 3 Revenue

38%+
EBITDA Margin

Combined Year 3 **₹3,611 Cr Revenue** **38% EBITDA** | Funding Ask **₹27.8 Crore** make my trip | MITRAM

India's seniors don't need another generic holiday package.

They need someone who cares while they travel.

150M	6.1M	86%	₹3,600 Cr
Seniors in India	Searching on MMT monthly	Leave empty-handed	Year 3 revenue potential

The category is uncontested. The demand is real. The barrier is solvable.
MITRAM is MakeMyTrip's next ₹3,600 Cr vertical.

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Appendix : Deep Market Research & GTM Strategy

THANK YOU

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