

Market **Research Analysis** & Study

Category Expansion Blueprint



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2

Focus Group Discussions

200+

Survey Respondents

282

WhatsApp Community

5

Cities + NRI Online

₹3,600Cr

Revenue Potential (Yr 3)

₹27.8Cr

Funding Ask

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MITRAM : Table of Contents

Senior Assisted Travel · India 50+ · MakeMyTrip Category Extension

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In-Depth Interviews	Focus Group Discussions	Survey Respondents	WhatsApp Community	Cities + NRI Online	Revenue Potential (Yr 3)	Funding Ask

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Category uncontested · Demand real · Barrier solvable

PROBLEM STATEMENT

India's senior population (50+) is rapidly growing yet **travel options** tailored to their **health, mobility** and **emotional needs** remain limited.

Many **seniors avoid travel** due to **safety concerns, lack of companionship**, and **absence of reliable care support**.

Families also **struggle** to find **trusted, end-to-end travel solutions** for elderly parents. At the same time, **senior spending power** and interest in **spiritual and leisure travel** are increasing.

This creates a need to **validate** whether a **premium travel with care companionship** model has strong **market demand** and **scalable business** potential in India.

Introducing

MITRAM: Curated Experiences for 50+
| Trips, Events, Wellness & Community

INTRODUCING: CATEGORY EXTENSION



Extension →



Partner with IRCTC

newly added

Partner with IRCTC

Legal & Liability sync

- Flights
- Hotels
- Villas & Homestays
- Holiday Packages
- Trains
- Mitram
- Cabs
- Tours & Attractions
- Visa
- Cruise
- Forex Card & Currency
- Travel Insurance

Legal & Liauritiu

MakeMyTrip + Mitram: A New Era

Explore Mauritius

Research Study

Senior Assisted Travel Industry

India's elderly population (50+) stands at 140 million today and is projected to reach 193 million by 2031, creating a large and growing senior consumer segment. Their spending power is rising and travel is increasingly becoming a discretionary lifestyle priority for affluent seniors.

Spiritual tourism and senior leisure travel account for a significant share of domestic travel yet India lacks organized end to end assisted travel services that combine companionship, healthcare support and mobility assistance at scale.

With rising elder care spending, family demand for safe travel solutions and growth in spiritual tourism the opportunity for premium senior assisted travel services is significant, underserved, and scalable.

Business Objective

1. Determine whether there is a viable market for **premium travel with care companionship** for seniors (50+) in India, focusing on **safety, dignity, convenience**, and **medical support**.
2. Identify the **real buyer** between the **senior traveler** and the **adult child**, and define the optimal pricing and service model.
3. Evaluate **trust barriers** and establish **verification, training**, and transparency mechanisms to **build confidence** in the service.
4. Create a **go to market strategy** for launching **MITRAM** in key Indian metros by defining **target customers, positioning**, and **market size**.

Research Objective

MITRAM STUDY

Is premium assisted travel for **seniors 50+** India's next untapped category?

01

Understanding Senior Travel Preferences: Safety, Dignity or Convenience?

- A. Analyze what drives senior travel choices religious pilgrimage, family obligation, leisure, or health travel
- B. Identify customer segments: pilgrim seniors, active retirees, and NRI families with elderly parents in India
- C. Study price sensitivity and willingness to pay a premium for care-integrated, end-to-end travel

02

Evaluating the Care Companion: Is a Trained Travel Companion a Necessity or a Luxury?

- A. Assess how important companionship is across trip types — spiritual, leisure, and medical travel
- B. Check if seniors accept companionship or resist it due to independence concerns and fear of strangers
- C. Predict how demand will grow as India's 60+ population rises from 140 million today to 193 million by 2031

03

Decode the Dual Buyer Dynamic: Does the Senior Decide or Does the Child Pay?

- A. Map who initiates, researches, books, and pays — and where the decision actually gets made
- B. Evaluate the role of NRI children as remote decision makers buying peace of mind for parents in India
- C. Decide if marketing and positioning should target the senior traveller, the adult child, or both

04

Assess Market Size, Pricing and Build the Go-to-Market Plan

- A. Estimate market size using senior travel frequency, addressable segments, and willingness to pay data
- B. Assess triggers, barriers, and unmet needs — and understand why existing players have not yet scaled
- C. Test pricing models across service levels and identify launch locations: pilgrimage routes vs. metro cities

Stakeholders I met – Respondents Profile

Selection Criteria

Age Group

Seniors : 60 to 80 plus

Children : 30 to 50

Gender

Female and Male

50:50

Centers

Primary Cities & Pilgrimage Corridors

Senior Travelers - End Users

- 1) Must be **50 plus** and have traveled or wanted to travel in the **last 2 years**
- 2) Covers **pilgrimage, family events, medical visits** and **leisure**
- 3) Mix of **independently mobile** and **mobility assisted seniors**

Adult Children and NRI Families - Buyers

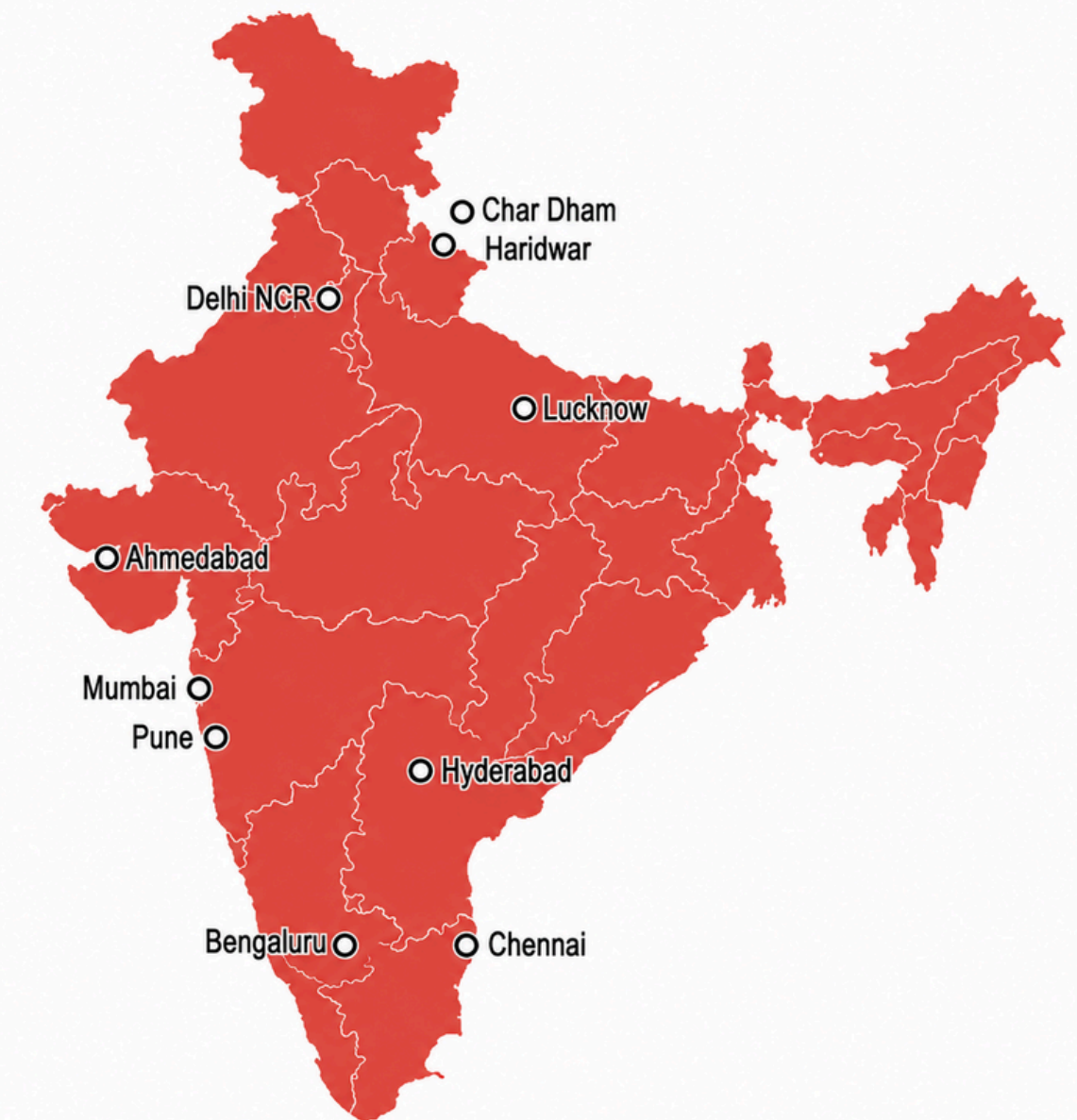
- 1) Must have **at least one parent aged 60 plus** who travels or **wants to travel**
- 2) Evaluating **anxiety levels, current workarounds** and **willingness to pay**
- 3) **NRI** subset lives abroad and manages **parent care remotely**

Industry experts

- 1) Geriatricians, **elder care operators, senior tour operators, airline accessibility staff**
- 2) Understanding **clinical risks, operational gaps** and service design benchmarks

Potential Companions Supply Side

- 1) **Trained nurses, GDA certified caregivers**, retired hospitality professionals
- 2) Assess willingness to work in **travel compensation expectations** and **skill readiness**



30 Interviews

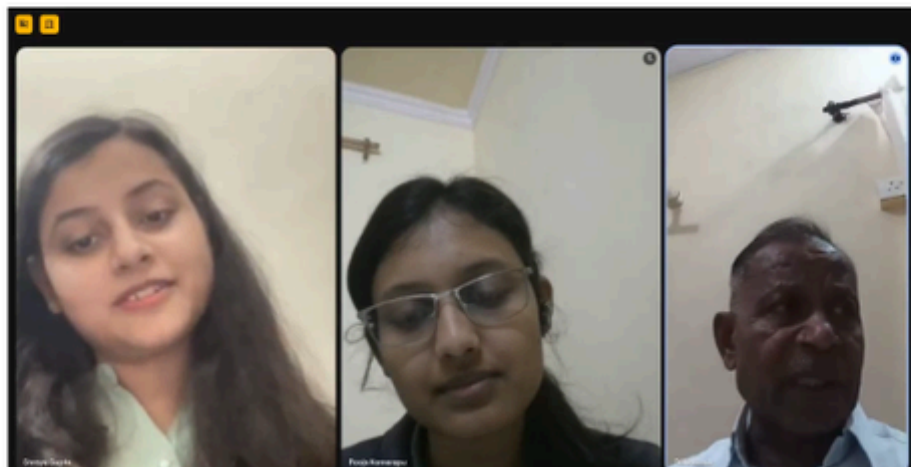
2 Group Discussions

200 plus survey respondents

The MOM Test I Did with 3 Personas I am Targeting

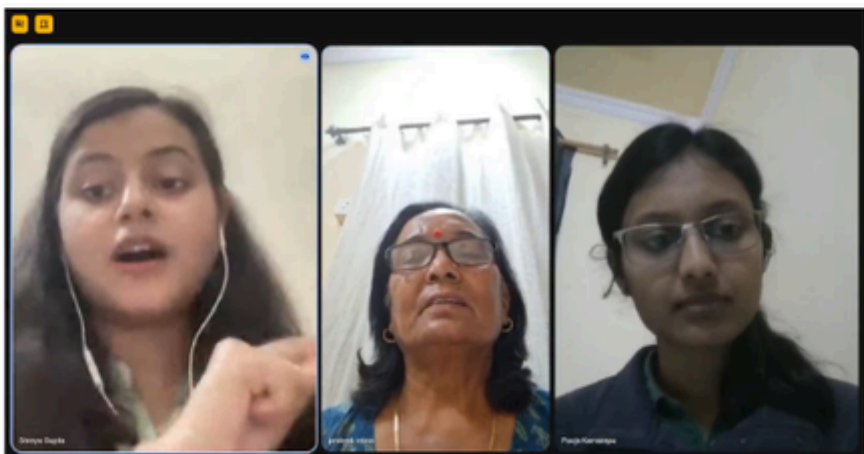
MOM TEST CUSTOMER INTERVIEW REPORT - INTERVIEW 1

Product: Mitram (Senior Lifestyle, Travel & Engagement App)
Interview Type: Customer Discovery Interview (The MOM Test)
Interviewee: Mr. Dilip Kumar
Age: 71 years
Location: Lucknow, Uttar Pradesh, India
Occupation: Retired (Ex-Branch Manager, Government/Banking Sector)
Family Status: Lives with wife; son lives in Mumbai
Interviewers: Shreya Gupta (Founder) & Pooja (Co-founder)
Interview Mode: Video Call
Video
Link:https://app.read.ai/analytics/meetings/01KDZEABC5G8SK94WN486WTTW1?utm_source=Share_Nav



MOM TEST CUSTOMER INTERVIEW REPORT – INTERVIEW 2

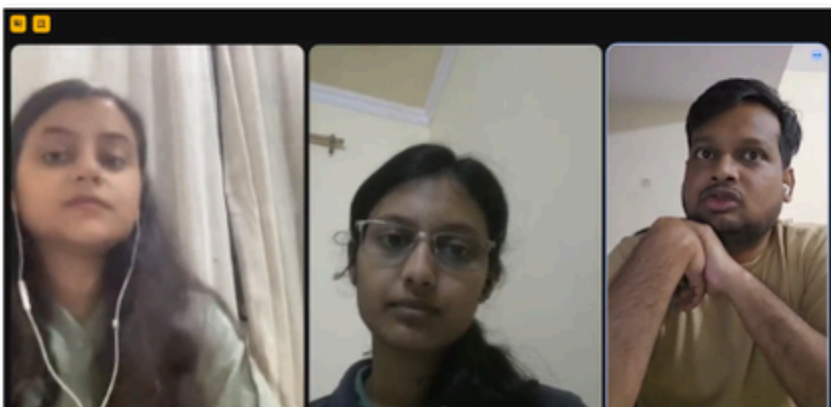
Product: Mitram (Senior Lifestyle, Travel & Engagement Platform)
Interview Type: Customer Discovery Interview (The MOM Test)
Interviewee: Dr. Sadhana Gupta
Age: 62 years
Location: Mumbai, Maharashtra, India
Occupation: Retired Principal (Government Service)
Income Source: Government Pension
Living Situation: Residing with son (moved to Mumbai due to son's job)
Interviewers: Shreya Gupta & Pooja
Interview Mode: In-person / Video discussion
Recording Tool:
https://app.read.ai/analytics/meetings/01KDZF9SZVHD5T25J1VWXDK7W7?utm_source=Share_Nav



MOM TEST CUSTOMER INTERVIEW REPORT – INTERVIEW 3

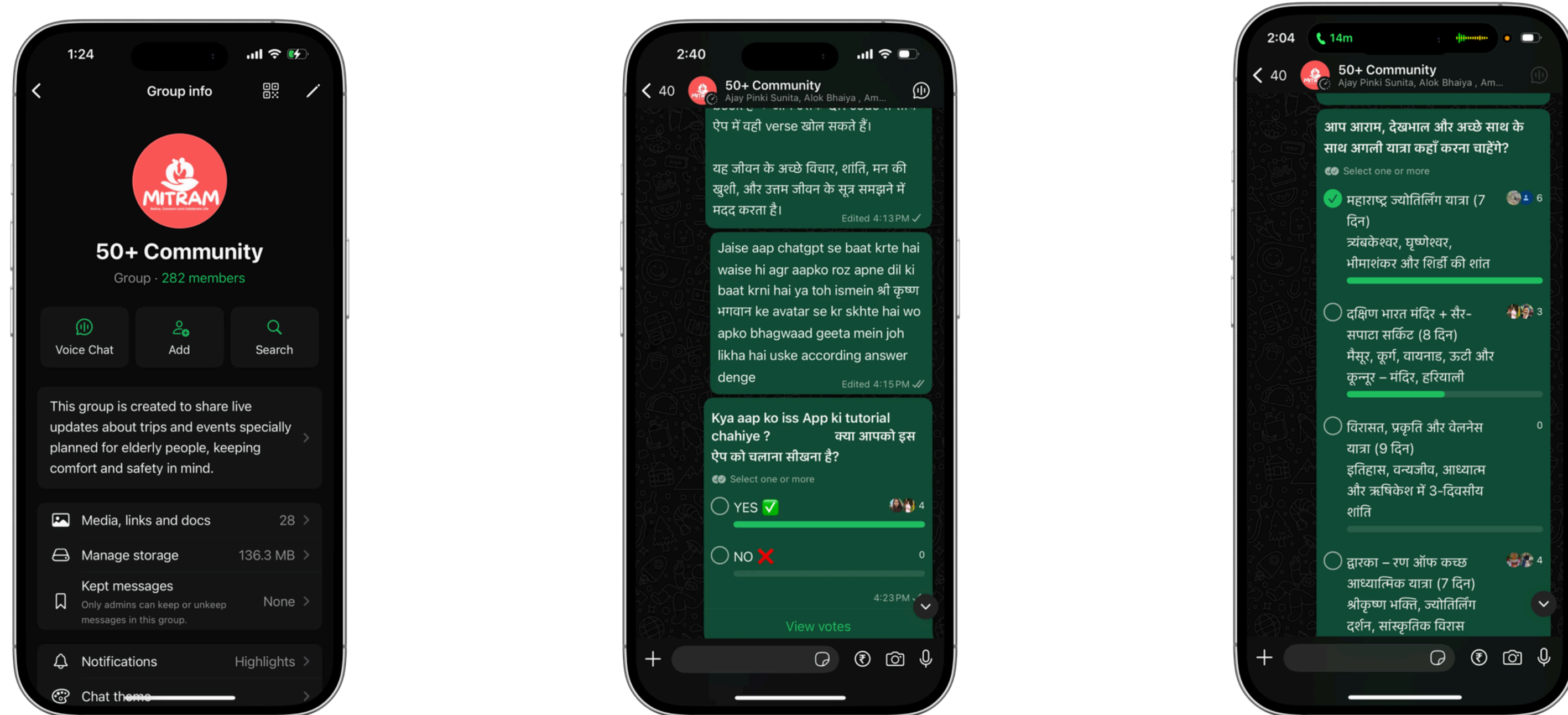
Product: Mitram (Senior Lifestyle, Travel & Engagement Platform)
Interview Type: Customer Discovery Interview (The MOM Test)

Interviewee: Mr. Prateek Ratna
Age: 31 years
Location: Mumbai, Maharashtra, India
Occupation: Vice President, Investment Banking
Organization: Incorp
Relationship to Senior User: Son of Mr. Dilip Kumar (71 years)
Interviewers: Shreya Gupta & Pooja Kamrapu
Interview Mode: Video Call
Video Link:
https://app.read.ai/analytics/meetings/01KDZGS77281QTVFPWEZ4JSWP0?utm_source=Share_Nav



Click on the Image to get the Link

Whatsapp **Group** For 50 +



Mockups Of our Whatsapp Chats

I created a **50+ WhatsApp community** to build a friendly and trusted space where seniors can **connect, make friends** and **share their thoughts** and **preferences**. The group helps us share **health , wellness** and **educating them about how to use simple apps & gadget workshop updates**, useful **content tailored to their age group**, and **meet & greet opportunities**. We also share **travel itineraries** and use **polls** and discussions to **understand their interests, preferences** and **willingness to participate**. With **282 active members**, this community serves as a **strong engagement** and **real-time feedback platform**.

Methodology & Sample Plan

Methodology

Exploratory Secondary Research

Desk research across geriatric **care reports, pilgrimage tourism data, elder care competitors, NRI forums, KPMG, BCG, AARP publications**, and senior lifestyle media.

In-Depth Interviews (IDIs)

Conducted **30 IDIs** across **4 stakeholder** groups in **5 cities + NRI** segment online.
Seniors shared **travel experiences, fears, health barriers**, and expectations.
Interviews were conducted via **Zoom, phone calls, and in-person sessions**.

Focus Group Discussions (FGDs)

Conducted **2 FGDs** one with seniors and one with **adult children / NRIs**.
Used for feature ranking and pricing validation.

Quantitative Survey

Collected responses from **200+ respondents** via Google Forms.

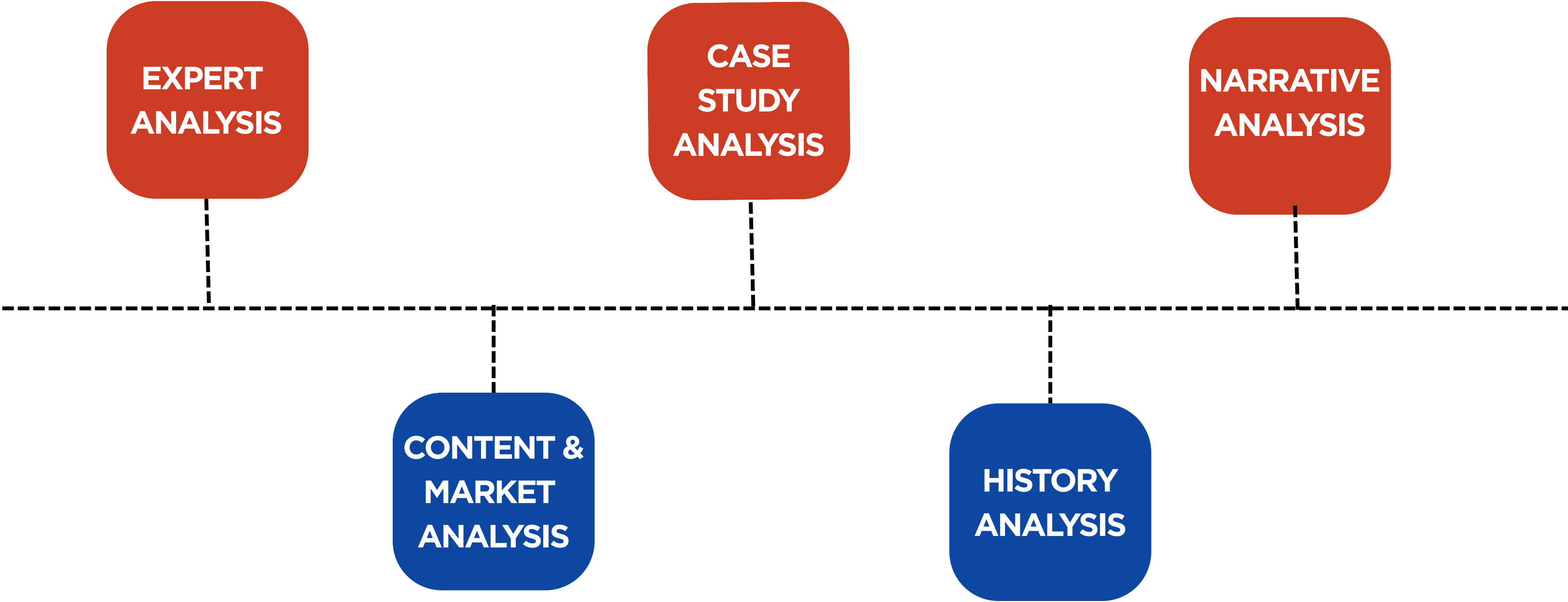
Center	Senior Travelers	Adult Children / NRI	Industry Experts	Companion Supply	Total
Delhi NCR	5	2	1	1	9
Bengaluru	3	2	1	0	6
Mumbai / Pune	2	1	1	1	5
Hyderabad	2	1	0	0	3
Chennai	1	1	1	0	3
NRI Online	0	4	0	0	4
Total	13	11	4	2	30

Research Summary

2 FGDs | 200+ survey respondents | Fieldwork: May 12-25, 2026

EXPLORATORY **SECONDARY** RESEARCH

MITRAM - MakeMyTrip Category Extension



Senior Care Specialists

Travel Industry Reports

Senior Psychology Research

Market Landscape

India 50+ Population Growth



India lacks organized, end-to-end assisted travel combining companionship, healthcare & mobility the gap is almost entirely unfilled.

SOURCES

AARP Travel Survey 2025 · India Census 2011 + Projections · Geriatric Care India Market Report · Senior Travel Medicine Literature · Expert Interviews

GLOBAL SENIOR TRAVEL SPEND (50+)

Planning trips in 2025 70%

Trips taken exceeded planned 3.9 vs 3.6

Avg spend per person in 2025 \$6,847

Interest in international travel 44% ↑



Industry Trends

56%
Seniors
comfortable
with technology

8 - 9
Medications
taken
simultaneously
(polypharmacy
norm)



of **50+ travelers** need **disability accommodations**. Of those, **75%** specifically need mobility assistance boarding, transfers, navigation.



of **adults aged 65+** have **3+ medical conditions** simultaneously care is complex not optional.

What the Companion Must Handle ?

Medication
timing
across time
zones

Cardiac
emergency
response

Fall
prevention in
new
environments

Emotional
reassurance

Check-in,
baggage,
logistics

Family real-
time
visibility

Trend :
Telemedicine + remote monitoring + geriatric-trained travel companions are merging into a new care category.

Competitive Environment

0

Scaled, end-to-end senior travel + care players in India

Large

Gap between demand and supply in assisted travel

Why No One Has Scaled Yet ?

- ✗ Companion supply is fragmented no training standard
- ✗ Trust problem is hard families fear strangers
- ✗ Dual buyer dynamic (senior + child) is complex
- ✗ Margins thin if clinical care isn't priced correctly

MITRAM's white space : The intersection of travel logistics + clinical safety + family transparency no current player covers all three

Current Options	What They Offer ?	Gap
Regular Travel Agents	Trip bookings, group tours	No care layer
Elder Care Agencies	Home care, nursing	Not travel-ready
IRCTC Senior Trains	Reserved quota, some escorts	No medical support
Hospital Transfer cos	Medical transport	Not leisure travel
Global (US/UK)	Trained escort services	Not in India

Customer Pain Points

A) The Identity Fear

Seniors resist assistance because it signals loss of independence. Must be positioned a enhancement, not help.

B) The Sandwich Family

Adult children caught between aging parents + own kids. They need control, visibility, and peace of mind not just a booking.

C) Polypharmacy Risk

8-9 medications across time zones, meals, and travel disruptions. Missed doses = medical event. Ignored by current travel industry.

D) #1 Cause of Death in Senior Travel

Cardiovascular events not crime, not infection. Companions must be CPR-trained and emergency-protocol ready.

WHY SENIORS AVOID TRAVELING

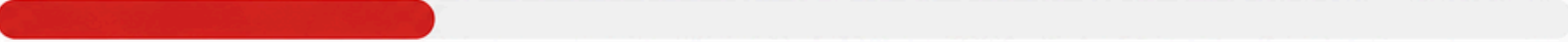
Cost / affordability concern 45%



Health / medical risk anxiety 29%



Weather & environmental concerns 23%



Anxiety during travel 50–60%



OPPORTUNITY

Market : 193M seniors by 2031 demand is structural, not a trend

Gap : Zero scaled players in India covering travel + care end-to-end

Buyer : Adult child pays, but senior must feel dignity both must be won

Risk : Clinical competence (polypharmacy, cardiac) is non-negotiable

Positioning : Facilitator not caregiver language matters deeply

Secondary Research : Content & Market Analysis

Part 1/2

MITRAM: Market Size, Demand Trends, Spending Power & Gaps

A story of a structurally growing market, a visible senior segment, and a supply gap almost entirely unfilled in India.

8 Research Sections

India-First Data

Pilgrimage Economy

NRI Buyer

1 The Base Market MITRAM Enters

India's travel market is not slowing down it is one of the **fastest growing** in the world. **MITRAM** does not need to create demand. It needs to **capture a segment** that is already moving.



India Travel & Tourism Market Growth (USD)

\$22.5B

India travel market value 2024

\$38.1B

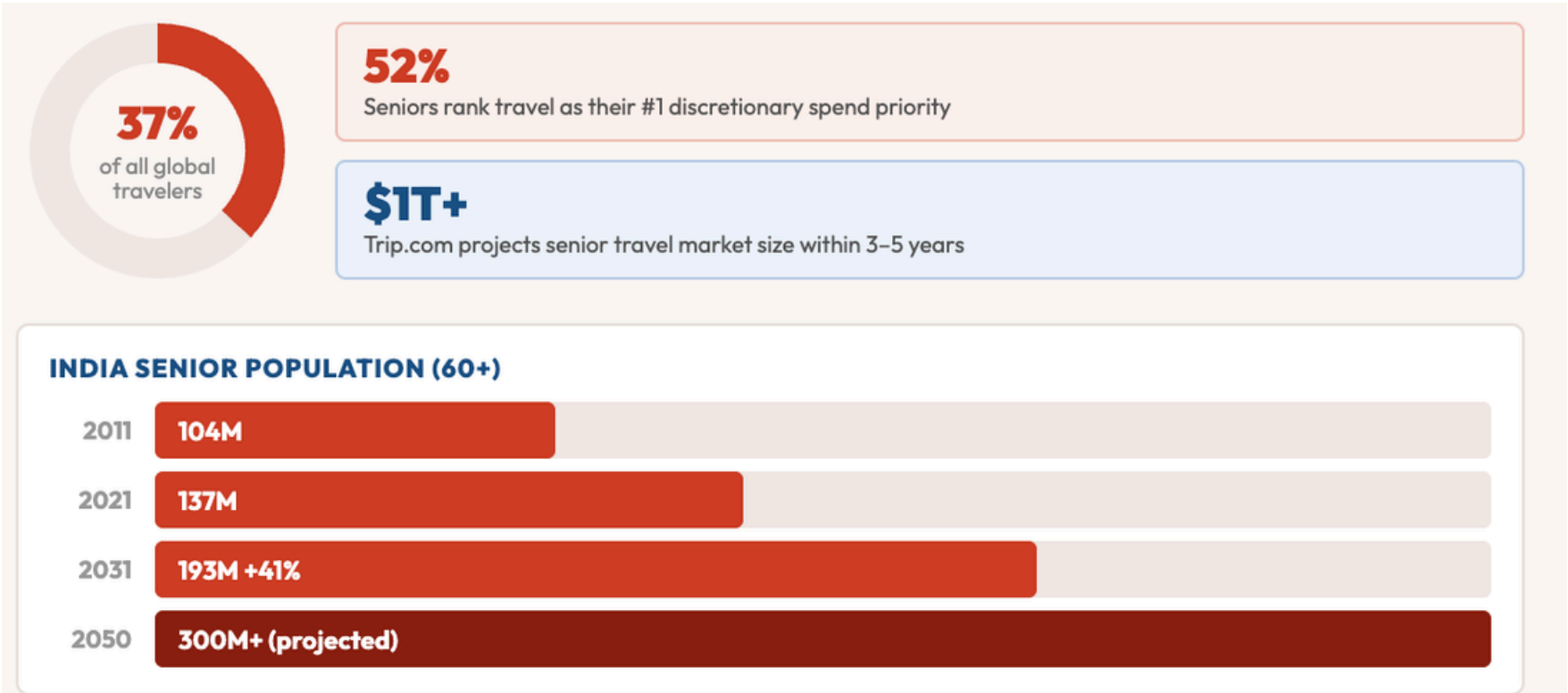
Projected by 2033 at 6.1% CAGR

17.5%

YoY domestic tourism growth - 2,948M visits in 2024

2 The Senior Traveler : Global Signal, India Reality

Globally, **seniors** are the **fastest growing** and **highest spending traveler segment**. **India's senior population** is set to **triple** in **spending power** by **2030**. The **demand signal** is **clear** the **supply** is **not**.



India's senior wealth will **triple by 2030**. Spending power growing at **15-17% CAGR**. Senior travel spend is rising but still unmeasured separately in India. **First mover gets to define the category**.

MITRAM: Market Size, Demand Trends, Spending Power & Gaps

A story of a structurally growing market, a visible senior segment, and a supply gap almost entirely unfilled in India.

\$38B India travel market by 2033 from \$22.5B in 2024	17.5% YoY domestic tourism growth 2,948M visits in 2024	60%+ All domestic India travel is pilgrimage / spiritual	\$441B Religious tourism market projected by FY2032	3x Senior wealth growth by 2030 (BCG Report)	20-28M MITRAM's real addressable market : top 35% seniors	0 Scaled end-to-end senior travel companions in India
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3 Pilgrimage = MITRAM's Core Market Not a Niche

1.43B Pilgrim visits in India (2022). Ayodhya alone jumped **160M visitors** in 2024 post **Ram Mandir**. **Char Dham, Tirupati, Vaishno Devi** are MITRAM's primary routes.

4 Religious Tourism Market

\$441B Projected by **FY2032** from **\$203B** today at **10.2% CAGR**. **Faith-based itineraries** for seniors cited as a defined **growth sub-segment**.

5 Slow Travel Emerging Global Trend

6-8 week Senior trips are **getting longer**, not shorter. **Trip.com** Data: **senior users** and **spend grew 100%+** in **one 2-quarter** period in **2025**.

6 NRI Parent - Highest Intent Buyer

- **Foreign income**, dollar/pound earnings - **can pay**
- Structural guilt - **Are we doing enough?**
- **Cannot fly home** for every trip

What we Got to Understand from Industry Trends?

No player:
Door-to-door +
Medical + Family
Visibility

No player:
NRI-facing
Dashboard +
Verified
companion

No player:
Pilgrimage +
Geriatric Care
combined

Research Confirms :

Demand is structural : pilgrimage, wellness & family events drive senior travel regardless of economy

NRI buyer is high-intent, high-anxiety, high-willingness-to-pay and totally underserved in travel

✓ **White space confirmed**: No scaled, end-to-end, care-integrated senior travel service in India

NRI buyer is high-intent, high-anxiety, high-willingness-to-pay and totally underserved in travel

Four Companies One Market Gap What We Can Learn

Before we build MITRAM , we must study what already exists ? Not to copy it, but to understand exactly where every existing model breaks down. The Gap between what they cover and what they don't is where MITRAM lives.

Why are we even doing this Case Study ?

Avoid reinventing the wheel. These companies have spent years building distribution, trust, and operations. We study what works so MITRAM doesn't waste resources figuring it out from scratch.

Find the exact failure point. Every company below does part of what seniors need. None does all of it. That precise failure point is MITRAM's product brief.

Understand what customers already accept. If seniors already use Thomas Cook for pilgrimage tours, MITRAM doesn't need to educate the market it just needs to add what Thomas Cook can't.

Build a defensible model. By knowing every competitor's constraint capital, training, geography, regulatory MITRAM can design a service they structurally cannot replicate.



Thomas Cook / SOTC / Cox & Kings
Pilgrimage Tour Operators
Study: Volume, routing, and why care is absent



Emoha / Antara / Anvayaa
Elder Care Platforms
Study: Trust model, family assurance, care protocols



Sakhi4Life / Helpee
Partial Companion Services
Study: Companion-as-product, why they didn't scale



Trip.com Group
Global Senior Travel Platform
Study: What \$1T market playbook looks like

The question is not **what do competitors do?** *It is what do competitors prove the market wants and still leave unsolved?*
MITRAM's answer to that question is its entire business model.

Why We Study This ?

These are **India's largest pilgrimage tour operators**. They have already built the routes, the customer trust, and the distribution. Seniors are actively using them. They **prove demand exists** and **they prove nobody has solved the care problem inside that demand**.

Route Mastery

Decades of Char Dham, Vaishno Devi, Tirupati, South India circuits logistics, accommodation, transport all mapped.

Package Model

All inclusive pricing : transport + hotel + meals. Senior demand drives multigenerational family bookings.

Group Travel Trust

Seniors trust brand names over individuals. Thomas Cook's 150+ yr brand reduces friction for first-time buyers.

Volume Distribution

Thousands of bookings monthly via agent networks, city offices, and digital channels across Tier 1 & 2 India.

What MITRAM Learns & What It Exposes ?

LEARN: Itinerary Architecture

Their **Char Dham and South India routes** are **battle-tested**. MITRAM **doesn't need to reinvent the route** it needs to overlay a care layer on top of it. **Copy the logistics**. Add what they can't.

LEARN: The Group Format Works for Seniors

Seniors are **comfortable in curated group settings**. They join because they feel safe with a known operator. MITRAM can use this same comfort with a companion assigned specifically to them.

LEARN: Demand Needs No Education

Thomas Cook proves seniors already want to travel on these routes. MITRAM's sales job is not **should you travel?** it is **travel the same route, but with real care and real safety**.

EXPOSED GAP: Medical Emergency = Passenger Abandoned

Tour guides are not trained for cardiac events, fall management, or medication schedules. **When something goes wrong mid-Char Dham, the family has no recourse**. This is not a complaint it is **MITRAM's product brief**.

EXPOSED GAP: No Individual Care. Only Group Management.

A group tour cannot accommodate a senior who needs slower pace, different medication timing, or mobility assistance. MITRAM's personalized companion model is structurally impossible for a mass-market tour operator to replicate.

60%+

Domestic India travel is spiritual / pilgrimage their core market

Gen S

India's seniors are the anchor demographic for every pilgrimage circuit

₹0

Invested in geriatric care or medical companion protocols

What MITRAM Must Keep in Mind During This Case Study ?

We would not position MITRAM against Thomas Cook position it alongside. We have been on SOTC tours. MITRAM is the companion who travels with us on our next one. Partnership, not competition, may be the smarter entry strategy.

Why We Study This ?

These companies have already cracked something MITRAM desperately needs: how to make Indian families trust a stranger with their elderly parent. They solved the trust, the vetting, and the family communication problem for home care. MITRAM needs to translate that into travel.

Package Model

All inclusive pricing : transport + hotel + meals. Senior demand drives multigenerational family bookings.

Family Dashboard

Real-time updates to adult children on parent's wellbeing, medication, activities. Emoha's app gives remote family visibility exactly what NRI buyers need.

Care Protocols

Medication reminders, chronic condition monitoring, emergency escalation plans. The clinical layer most travel companies have never built.

Dignity-First Design

Language, tone, companion age-matching — all designed so seniors don't feel like patients. This framing is what gets senior buy-in, not family pressure.

What MITRAM Learns & What It Exposes ?

LEARN: The Vetting Playbook

Emoha's companion verification process is the single most important thing to study and replicate. The checklist background check, health training, language compatibility, age-match preferences can be adapted directly for MITRAM's travel companions.

LEARN: NRI Family Communication Architecture

Emoha proved that if you give NRI children real-time updates and a clear escalation path, they pay consistently and refer aggressively. MITRAM needs this exact architecture adapted to show airport departure, in-transit status, and arrival confirmation.

LEARN: The Dignity Language

Antara never calls its companions caregivers in marketing. They are lifestyle companions and senior living advisors. MITRAM must borrow this framing completely the companion is a travel facilitator, never a nurse assigned to a patient.

EXPOSED GAP: They Stop at the Front Door

Not one of these platforms has a travel product. Their caregivers are not trained for airports, trains, or emergency response on the road. The moment a senior leaves home the service ends. This boundary is MITRAM's entry point.

Delhi NCR

Emoha's primary market same cities MITRAM targets for launch

₹0

Revenue from travel. Their entire model stops at the front door.

NRI

Families are their #1 paying customer same as MITRAM's target

What MITRAM Must Keep in Mind During This Case Study ?

Study Emoha's unit economics carefully. If home care with trained companions struggles to scale profitably, what does that tell us about pricing travel companions? Travel companions require MORE training and MORE liability coverage price accordingly. Don't underprice because elder care companies do.

3 Sakhi4Life **Helpee** Travel Module

Partial Travel Companion

Why We Study This ?

These are the companies closest to what MITRAM wants to build and they haven't scaled. **That is the most important case study of all.** Understanding why they failed to grow tells MITRAM exactly what it must do differently.

Airport Companion
Helpee offers a companion who meets a senior at airport check-in and escorts them to boarding. The concept is exactly right. The execution stays city-specific.

City-to-City Escort
Sakhi4Life provides companions for specific city trips medical appointments, family events. On-demand, not packaged. Works for individual tasks, not full journeys.

Companion Marketplace
Both try to match seniors with vetted companions from a pool. The matching model is correct the pool quality and training depth are where they fall short.

App-Based Booking
Digital booking interface for companion services. Proves seniors and their families will use apps for this category the demand behaviour exists.

The Scaling Failure - Why They Didn't Grow ?

No End-to-End Design
Helpee covers the airport leg. Sakhi4Life covers city trips. Neither covers the full journey home to destination and back, with care continuous throughout. Half a solution doesn't justify premium pricing.

No Clinical Layer
Companions are vetted for general reliability not for medication management, fall prevention, or cardiac emergency response. Without clinical competence, the service cannot serve the highest-risk seniors who need it most and can pay the most.

No NRI-Facing Infrastructure
No family visibility dashboard, no international payment integration, no English-first communication layer for NRI buyers. They built for the senior not for the family who pays. That is a fatal commercial mistake.

LEARN: Companion-as-Product is a Proven Concept
Despite their limitations, both companies have paying customers. This proves Indian families will purchase a companion service. The category is not an education problem it is a quality and completeness problem. MITRAM's job is to deliver the full version.

City
Limited only. Neither has a national presence or multi-city operation

Proof
Families pay for companions — the demand behavior is already established

Gap
Clinical depth + end-to-end design + NRI layer all missing

What MITRAM Must Keep in Mind : The Hardest Lesson?
MITRAM will face the same scaling wall Helpee and Sakhi4Life hit unless it solves the companion supply problem from day one. Training a large pool of qualified, geriatric-aware travel companions is the hardest operational challenge. It is not a product feature it is the entire business. Do not underestimate it.

Why We Study This ?

Trip.com is the only company in this list that has built senior travel at global scale. They are not a competitor in India today but they show MITRAM exactly **where the category is heading and how fast it is moving**. This is a signal study, not a competitive threat study.

Senior-First UX

Larger fonts, simplified booking flows, fewer steps, phone-based support agents. Built specifically for travelers 60+ not retrofitted from a standard travel app.

Accessibility Filters

Hotel rooms with grab rails, step-free access, ground floor options, proximity to medical facilities filterable at booking. The infrastructure of senior-aware travel.

Curated Senior Packages

Slower itineraries, fewer transfers, mid-day rest built in, medical-facility-adjacent stays. Slow travel as a product feature, not a concession.

100%+ Growth in 2 Quarters

Senior users and spend doubled in two quarters of 2025. The velocity of growth confirms this is a structural category shift not a seasonal spike.

What MITRAM Learns — and What the Gap Reveals ?

LEARN: Senior UX Is a Product Decision, Not an Afterthought

Trip.com built a **separate UX for seniors not a simplified version of their main app**. MITRAM’s booking interface, companion briefing, and family dashboard must be designed senior-first from day one. **Every extra step costs a customer**.

LEARN: The Category-Building Playbook

Trip.com didn’t wait for the market to ask for senior-specific travel. They **built the category** and then **educated the market**. MITRAM must do the same in India define **senior assisted travel** before someone else does.

LEARN: Slow Travel Is a Premium Product

Fewer transfers, longer stays, built-in rest **Trip.com prices** this as **premium, not as a budget alternative**. MITRAM must price its care-integrated, pace-adjusted itineraries at a premium and **own that positioning without apology**.

EXPOSED GAP: No Human Care Companion Layer

Trip.com is a booking platform. When the senior lands, **they are alone**. There is no companion meeting them, managing their medication, or calling the family. This is the gap. In India, with language barriers and infrastructure challenges, this gap is even larger.

\$1T+
Projected senior travel market globally in 3–5 years (Trip.com)

100%+
Senior user and spend growth in a single 2-quarter period in 2025

India
Not entered. No care companion layer. Booking platform only the gap MITRAM fills

What MITRAM Must Keep in Mind - The Clock Is Ticking?

Trip.com will eventually enter India. When they do, they will have the distribution, the brand, and the UX. MITRAM’s defensible moat is the human care layer the trained companion, the clinical protocol, the family trust relationship. No platform can replicate that without years of on-ground work.

Build the moat now.

What Every Case Study Tells MITRAM to Build ?

Four companies Four different approaches One shared gap The MITRAM model is built from what each of them proved & defined by what none of them solved.

WHAT MITRAM BORROWS , ADAPTS & MUST BUILD FRESH

FROM	BORROW	DON'T COPY	BUILD FRESH
Thomas Cook	✓ Route design & pilgrimage itineraries	✗ Group-only model	+ Care layer on existing routes
Emoha / Antara	✓ Vetting system & dignity language	✗ Home-only scope	+Travel-adapted care protocols
Sakhi4Life	✓ Companion-as-product concept	✗ City-limited, no clinical depth	+Full journey + medical training
Trip.com	✓ Senior-first UX + slow travel pricing	✗ Booking platform without human layer	+Human companion at every step

From Thomas Cook	From Emoha	From Sakhi4Life	From Trip.com
Pilgrimage Route Mastery Start on proven circuits. No route education needed just add care.	Trust Architecture Vetting + family dashboard + dignity-first language = repeat customers.	Companion-as-Product A named, verified companion is the product not the trip itself.	Premium Slow Travel Senior UX + paced itineraries + premium pricing = viable unit economics.

The MITRAM Position

What All 4 Case Studies Point To

Every company above has solved one piece of the puzzle. Thomas Cook has the routes. Emoha has the trust model. Sakhi4Life has the companion concept. Trip.com has the market proof. MITRAM is the only service that can combine all four and the only one that has designed a clinical care layer into travel from the beginning.

That is not an incremental improvement over what exists. That is a new category. And the case study research confirms: nobody is building it yet.

What Went Wrong ? Before MITRAM Gets There

Three companies entered the Senior Travel and Eldercare Space in India with funding, intention, and users. None survived at scale. MITRAM must understand exactly why before it repeats the same mistakes.

THREE FAILURES . ONE LESSON EACH

GenWise - Shut Dec 2025

₹12.1 Cr loss on ₹1 Cr revenue.
30 lakh users. Zero repeat monetization. Unit economics never measured.
Elder-Tech

Elder-Tech

App-First Failure

Stayzilla - Shut 2017

\$34M raised. 900+ cities.
Collapsed from ops complexity + thin 5% margins + aggressive growth with no cash buffer.
Travel Startup

Travel Startup

OTA Margin Trap

Sector Pattern
Traction ≠ Retention

Every eldercare startup gets PR and downloads. Almost none converts to paid, repeat customers. Engagement is not a business.

Repeat Rate <3%

WHY MITRAM STUDIES THESE

- 01 To avoid repeating India's first elder-tech monetization failures
- 02 To understand why user counts mean nothing without unit economics
- 03 To build operational SOPs that failed companies never had

The one-line summary:
Scale downloads without proving repeatable, profitable cohort delivery and you become the next GenWise. Focus on cohort economics, institutional channels, and ironclad operational SOPs.

GenWise

India's self-proclaimed #1 App for Elders. Founded 2023 by ex-BharatPe team. Raised \$3.5M (Z47 + Google for Startups). Claimed 30 lakh+ users. Closed after burning ₹12.1 Cr on ₹1 Cr revenue.

The Numbers That Killed Them - FY25



30 lakh users · ₹1 crore revenue · That ratio is the death sentence.



MITRAM Takeaway

Downloads are vanity. Cohort repeat bookings are reality.

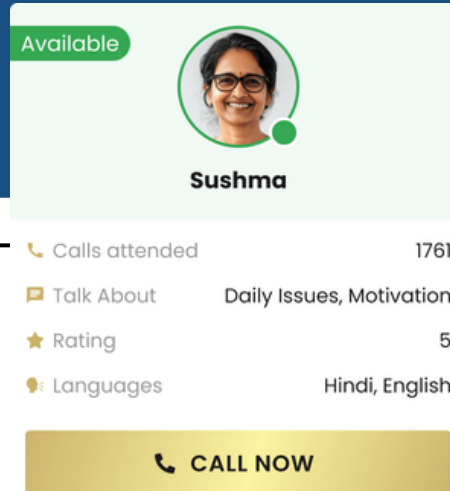
→ Launch **3-5 paid cohorts** first revenue before scale

→ Measure **trip repeat rate + gross margin per trip** from Day 1

→ Pilot with **RWAs + alumni clubs** for locked LTV before B2C

COLLAPSE TIMELINE

- 2023**
Founded — Big Vision
Ex-BharatPe. \$3.5M seed from Z47 + Google Startups. Community + Saathi companion service.
- 2024**
Scale Without Economics
30L+ users acquired. Revenue ₹1 Cr. Losses ₹12.1 Cr. User growth real. Monetization not.
- Dec 2025**
Operations Paused · Team Laid Off
20-member team let go. Exploring buyout. Effectively shut. Inc42 exclusive coverage.



WHY IT REALLY FAILED ?

Built an App. Not a Business.

Optimized for DAUs. Never measured cost-per-trip or cohort LTV. Vanity ≠ economics.

Subscriptions on a Free-Habit Platform

Seniors expected free games and calls. Charging on top of a free habit breaks the model.

No Institutional Channel

Went B2C consumer app instead of RWAs, corporates, alumni clubs — no locked LTV.

Downloads ≠ Customers

Attention ≠ Retention

PART 4/5

Every Indian eldercare startup faces the same paradox: massive PR, rapid user acquisition, near-zero paid repeat customers. Seniors don't buy content. They buy relationships and repeatable quality.

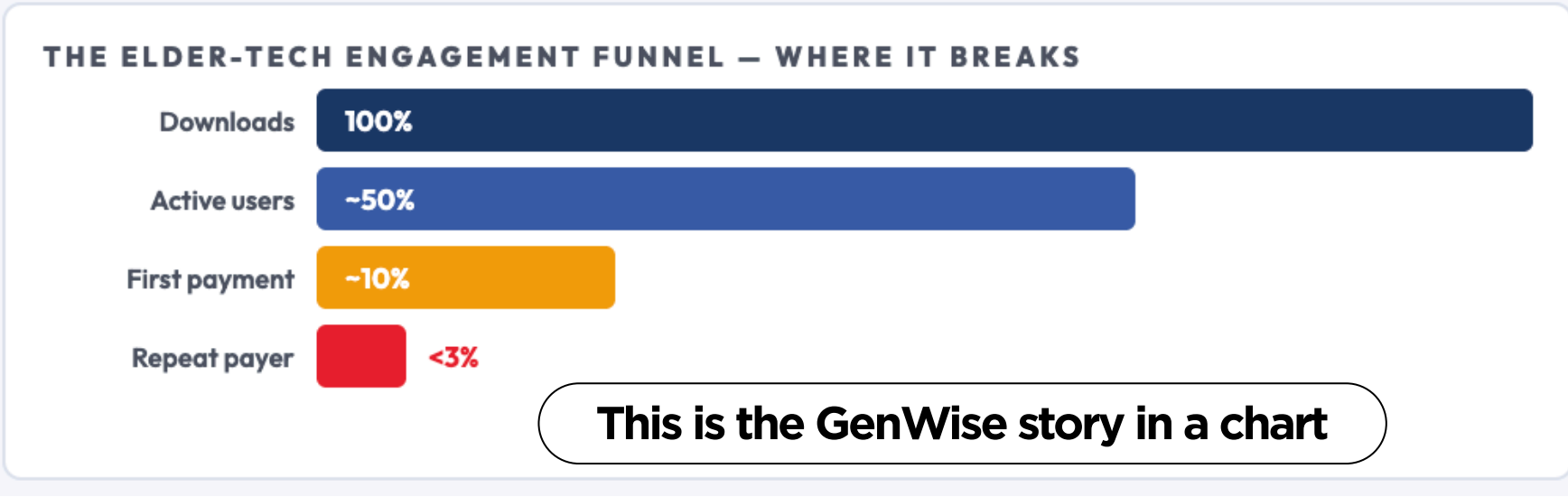


Exclusive: Z47-Backed GenWise Shuts Down Operations

09 Dec'25 | By Lokesh Choudhary



Latest Funding Rounds			Powered by: Inc42 Datalabs
	HomeEssentials	Full Profile →	
Sector	Total Funding	Stage	
Ecommerce	\$9.9 Mn+	Pre-Series B	
	Wootz.work	Full Profile →	
Sector	Total Funding	Stage	
Enterprise Services	\$10.1 Mn+	Series A	
	Wishlink	Full Profile →	
Sector	Total Funding	Stage	
Ecommerce	\$27.5 Mn+	Series B	
EXPLORE MORE			



WHAT SENIORS PAY FOR REPEATLY ?

Repeatable Quality
Trip 5 must feel like trip 1. Consistency over novelty.

The Relationship
They return for the companion they trust — not the platform.

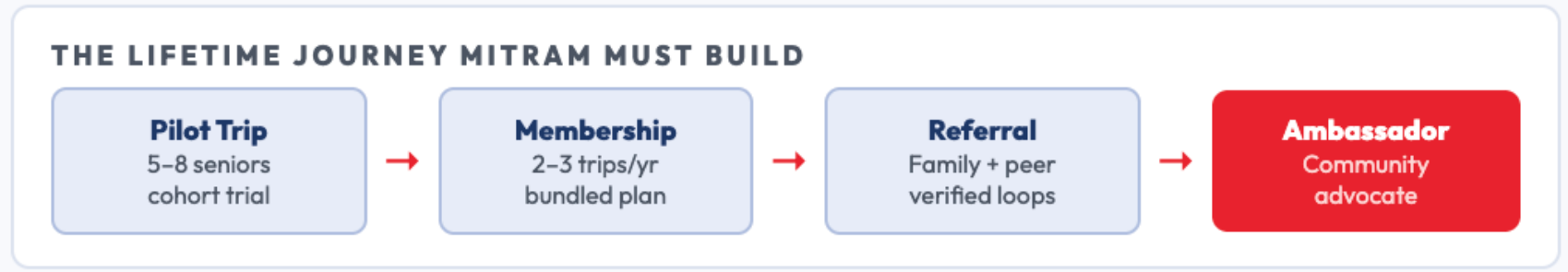
Reassurance Every Time
It never becomes routine. Senior and family need it every trip.

24/7 Reachability
A hotline that picks up at 2am converts one-time to lifetime.

MITRAM Takeaway

Build for repeat. Price for lifetime. Measure what matters.

- Use **series journey bundles** 3 trips/year locks in predictable revenue
- Track **month 0 → month6 cohort retention + trip repeat rate** not DAUs
- Incentivize referrals with **real cohort videos + family testimonials**
- **Never compete on content.** Seniors pay for relationships, not posts.



Stayzilla & India Travel Failures

PART 3/5

\$34M raised · 15,000+ properties · 900 cities · Shut 2017. Operational complexity + thin margins + aggressive growth = collapse. Add senior travelers and the economics get worse.

THE ECONOMIC TIMES

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Business News > Small Biz > Entrepreneurship > MakeMyTrip: Deep Kalra's journey from failure in bowling startup to travel major

MakeMyTrip: Deep Kalra's journey from failure in bowling startup to travel major

By Pranbihanga Borpuzari, ET Online · Last Updated: Aug 05, 2015, 04:42:00 PM IST

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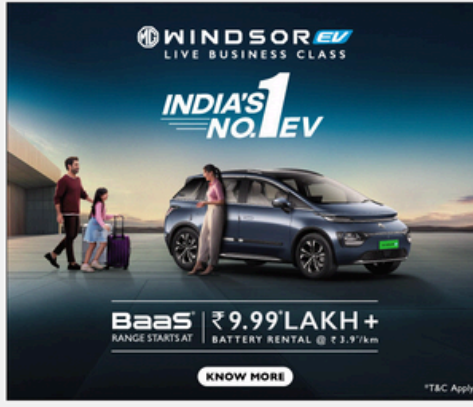
COMME

Synopsis

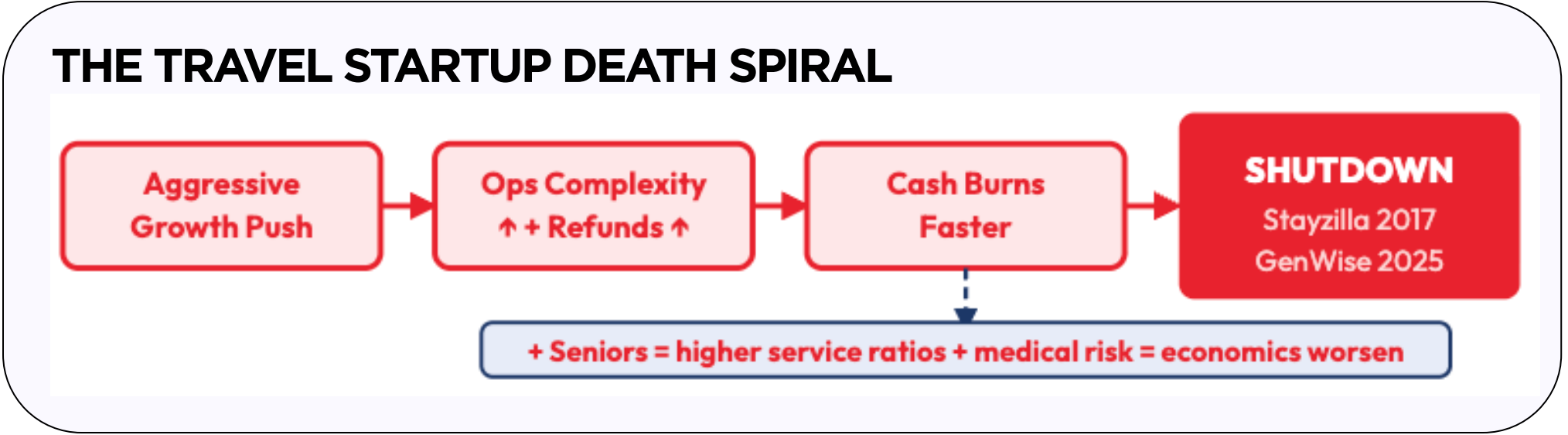
Started at the height of the dotcom crash, Deep Kalra talks about his entrepreneurial journey to start MakeMyTrip, why the company may need to be mobile only one day and the trial by fire that he had to go through to find success.



Deep Kalra, the founder of [travel](#) web portal [makemytrip.com](#), joined ABN Amro Bank after finishing his education in 1992. Three years at the bank, and Kalra decided to turn an entrepreneur. He brought the [AMF Bowling](#) to start the 10-pin bowling revolution in the country.







\$34M
Raised before Stayzilla collapsed

5%
OTA commission margin can't absorb senior care costs

₹0
Contingency fund for refunds or medical evacuations

3 FAILURE PATTERNS RELEVANT TO MITRAM

OTA Commissions Can't Fund Senior Care
5% margins cannot absorb higher service ratios, refunds, and medical emergencies seniors generate. Stayzilla proved this.

Growth Before Unit Economics = Demolition
Prove gross margin per trip before scaling any cohort. The bigger Stayzilla grew, the faster it burned.

No Refund Buffer = One Crisis Away From Collapse
One agent fraud stranding a senior group creates a cascade MITRAM can't absorb without a contingency fund.

MITRAM TAKEAWAY

Never be a marketplace. Always be a curated, locked-margin experience.

- Sell **membership + bundled trips** — not transactional OTA bookings
- Pre-negotiate **fixed-margin supplier contracts** for senior cohorts
- Maintain **contingency fund = X% of gross bookings** from Day 1

8 Things MITRAM Must Do Differently From Day One

Built from the failures of GenWise, Stayzilla & the broader Eldercare Sector. This is the operational blueprint that turns historical failure into competitive advantage.

Failure - Proof Blueprint

Cohort-First GTM

Launch 3-5 focused cohorts, instrument LTV/CAC per cohort before scaling. GenWise skipped this.

24/7 Escalation Real Phone, Real Local Person

Local phone + local partner per cohort + travel insurance + med-evac cover. Non-negotiable.

Membership Pricing Not Transactional OTA

Bundle 2-3 trips + concierge into one paid membership. Raises ARPU, predictable revenue. Stayzilla died on 5% commissions.

Pilot with Institutions First

RWAs, alumni clubs, corporate retiree lists. Locked institutional LTV before any B2C spend.

Trusted-Supplier Program with Escrow

Signed SLAs, escrow payments, verified IDs for all partners. One fraud = reputational collapse.

Measure the Right Metrics Only

Cohort retention, trip repeat rate, emergency incident rate, gross margin per trip. Not downloads.

Family-Facing UX Automatic, Not Optional

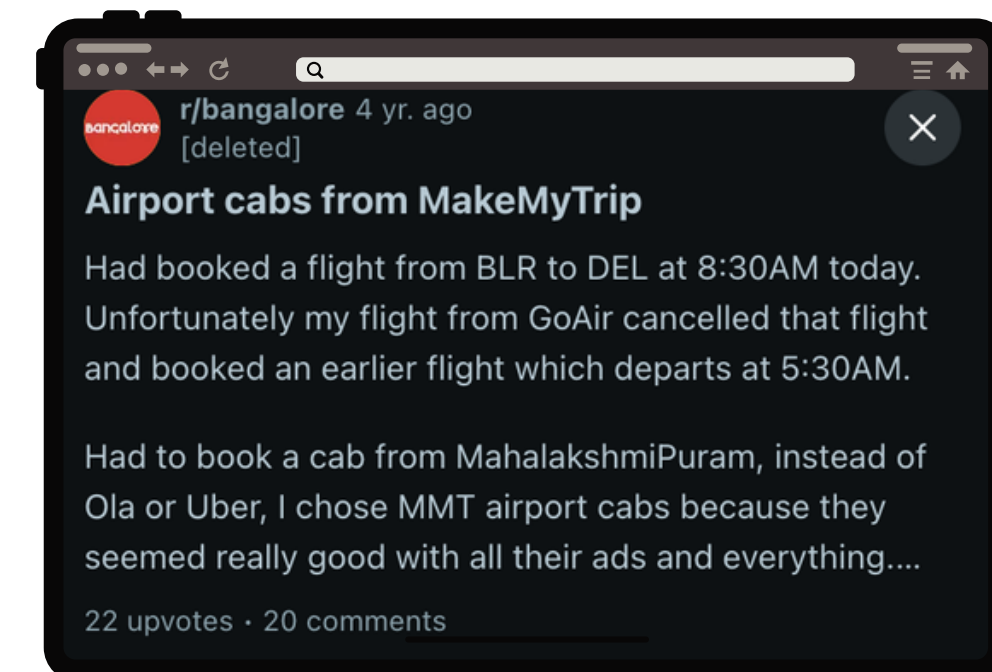
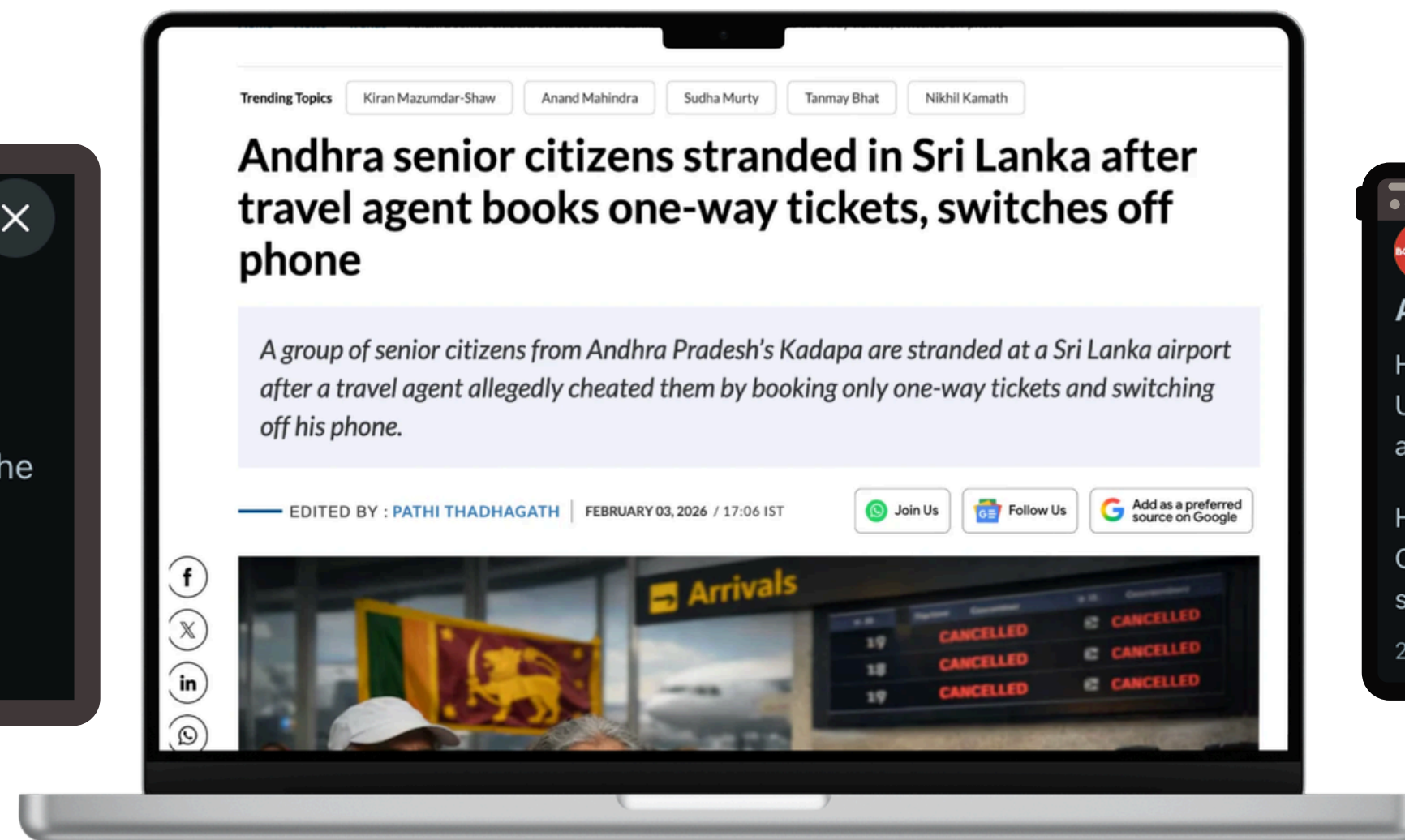
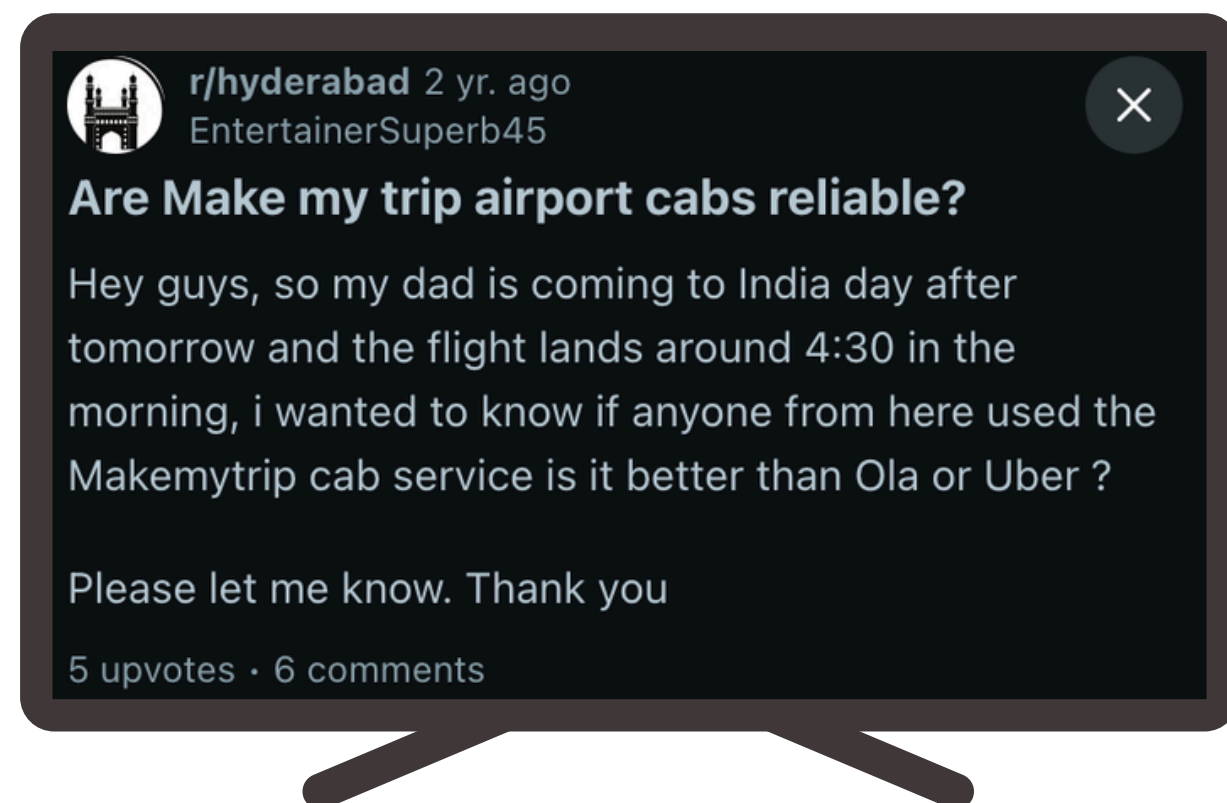
Signed SLAs, escrow payments, verified IDs for all partners. One fraud = reputational collapse.

Legal & Contingency Fund Before You Need It

Clear T&Cs on refunds + contingency fund = X% of gross bookings. Build the buffer first.

How Competitors Talk to Seniors & Their Families

Before MITRAM builds its brand voice, it must understand what every competitor is saying and more importantly, what none of them are saying. The gap in the narrative is MITRAM's entire positioning opportunity.



VISSION - Ageing is not decline it's a new phase of growth, learning, and connection.

Community

Belonging

Digital Empowerment

Fun

Independence

Confidence

Active ageing

Confidence

Travel = community experience.

No medical framing.

No care language.

Seniors are digitally empowered learners.

Khyaal

Independence

Digital Empowerment

Active ageing

Fun

Khyaal positions ageing as a new phase of growth, learning, and connection, not decline. Their story is: seniors are lonely and digitally excluded and Khyaal becomes their gateway to community, fun, and independence.



Khyaal

Community · Digital Empowerment

Community Play

VISSION - Ageing is not decline it's a new phase of growth, learning, and connection.

They do not talk about fragility or care dependency. Instead, they emphasize:

- Staying mentally active
- Learning new skills
- Making friends
- Feeling young again
- Being digitally empowered

**Travel = community experience.
No medical framing.
No care language.
Seniors are digitally
empowered learners.**

Senior World

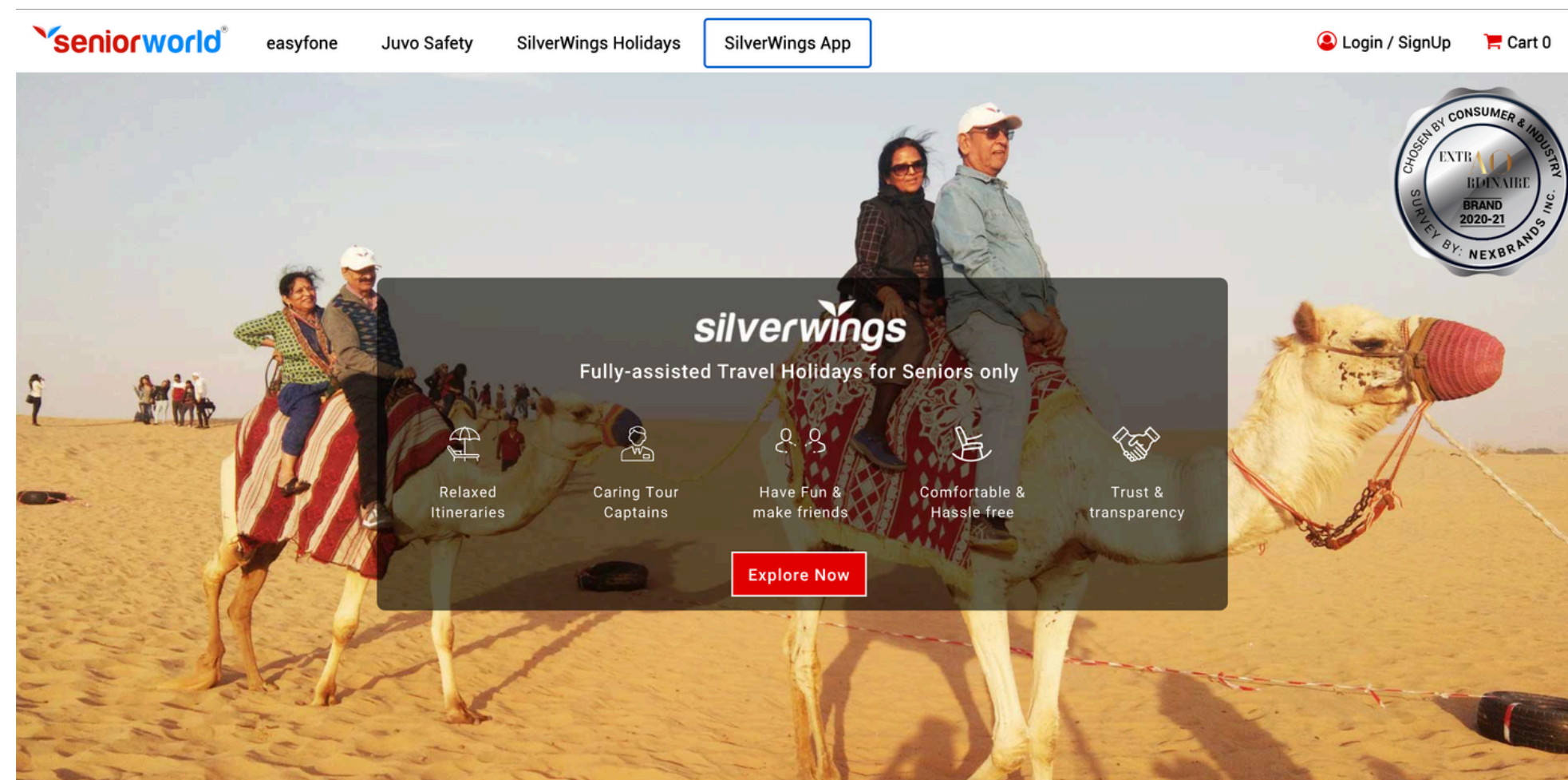
Second innings

Adventure

Rediscovery

Youthfulness

SeniorWorld tells the story of “second innings of life.” Retirement is portrayed as freedom a chance to rediscover youth, adventure, and friendship.



Senior World Freedom · Second Innings

Community Play

VISSION - Ageing is not decline it's a new phase of growth, learning, and connection.

Their messaging emphasizes:

- You are not old you are free
- Adventure without responsibilities
- Travel as celebration of life
- Social bonding with peers

Targets active seniors only.
Zero assistance framing.
Adventure without responsibilities.

KareVoyage

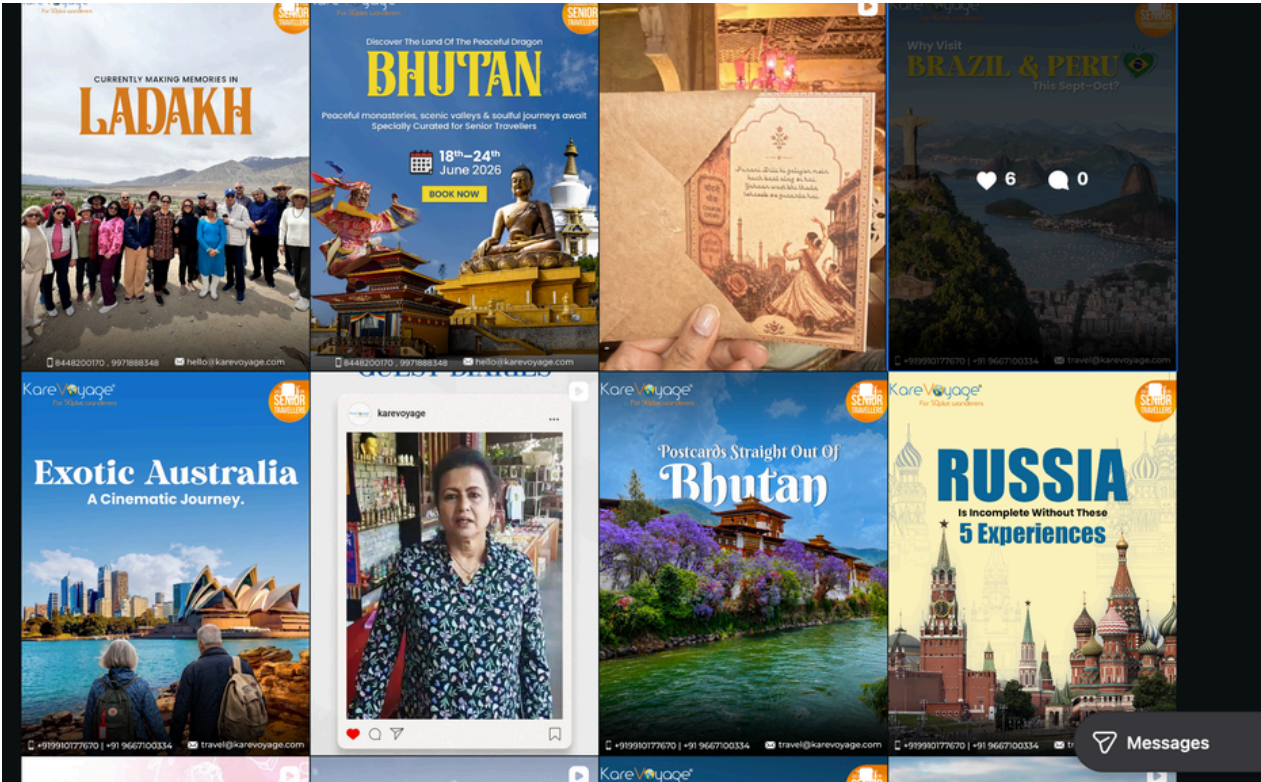
Hassle-free planning

Comfort Over Rush

Small groups

Curated global experiences

KareVoyage positions itself as premium comfort travel for experienced travelers aged 50+.



KareVoyage

Premium · Your Pace · Comfort

Luxury Play

VISSION - Ageing is not decline it's a new phase of growth, learning, and connection.
Their narrative:
You have worked hard → now travel the world at your pace.

Focus areas:

- Comfort over rush
- Hassle-free planning
- Small groups
- Hassle-free planning

They sell lifestyle luxury, not care.

Sells Lifestyle Luxury, not Care. Premium Comfort but Zero Medical or Companion Framing.

Golden Agers

Togetherness

Group comfort

Familiarity

Religious & cultural trips

Golden Agers focuses on safe, familiar, group-based travel for retirees



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GIFT JOURNEY FILLED WITH MEMORIES

Your Parents Did A Lot Of Sacrifice For You To Make What You Are Today. It's Your Time To Give Them Back Some 'HAPPINESS & MEMORIES' To Cheer!

Limited Seats Left

Hot Selling Exclusive Destinations!



World's Senior Citizens Day Celebration at Chandigarh - Zirakpur 2N/3D 20 Aug 2026

INR. 22,900 PP

VIEW DETAILS



Explore SRI LANKA Ramayana Circuit 7 Days / 6 Nights 27 Aug 2026

INR. 1,22,900 PP

VIEW DETAILS

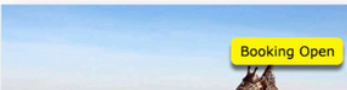
Upcoming Group Tours Exclusively For Senior Citizens



Booking Open



Booking Open



Booking Open



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Why Travel With Us?

Our Mission Is To Inspire Golden Agers To Learn, Discover And Travel. Our Learning Adventures Engage Expert Instructors, Provide Extraordinary Access, And Stimulate Discourse And Friendship Among People For Whom Learning Is The Journey Of A Lifetime.

Services We Offer



Rediscover Your Inner Instinct

Rediscover yourself by meeting like-minded people. Senior citizen travel groups are designed for golden agers so that they can share their life experiences and collect valuable memories worth cherishing for lifetime.



Comfort Par Excellence

Comfort is the main focus while designing tour packages for senior citizens. Every single detail that relates to the comfort of golden agers is well taken care of throughout the travel period.



Transparent Tour Services

We value the trust of our customers above all and offer transparent tour services with clear travel conditions. Our travel packages involve no hidden costs and the payment terms are extremely clear.



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Upcoming June 2026 Group Tours Exclusively For Senior Citizens

We encourage Golden Agers to travel, learn, and discover new things. Explore the unique treasures that the adventures have to give you. Onboard the journey that allows you to make new friends and enable you to discover more.

Elderly friendly Itineraries

Like-minded, same-age co-travellers

Assisted Groups

For 50+ yrs people only

Senior Citizen Coorg Mysore Ooty Tour Package



Sold Out

7 Night / 8 Days

02 June 2026

Banglore - Mysore - Coorg - Ooty - Coimbatore

Rs.89,900 Per Person

View Tour Details »

Senior Citizen Kashmir Group Tour



Bookin

(6 Days)

18 June 2026

Srinagar - Srinagar

Rs.63,900

View

Senior Citizen Bali (Indonesia) Group Tour



Booking Open

Golden Agers

Group Safety · Pilgrimage · Trust

Community Play

VISSION - Travel with people like you comfortably and safely

Focus areas:

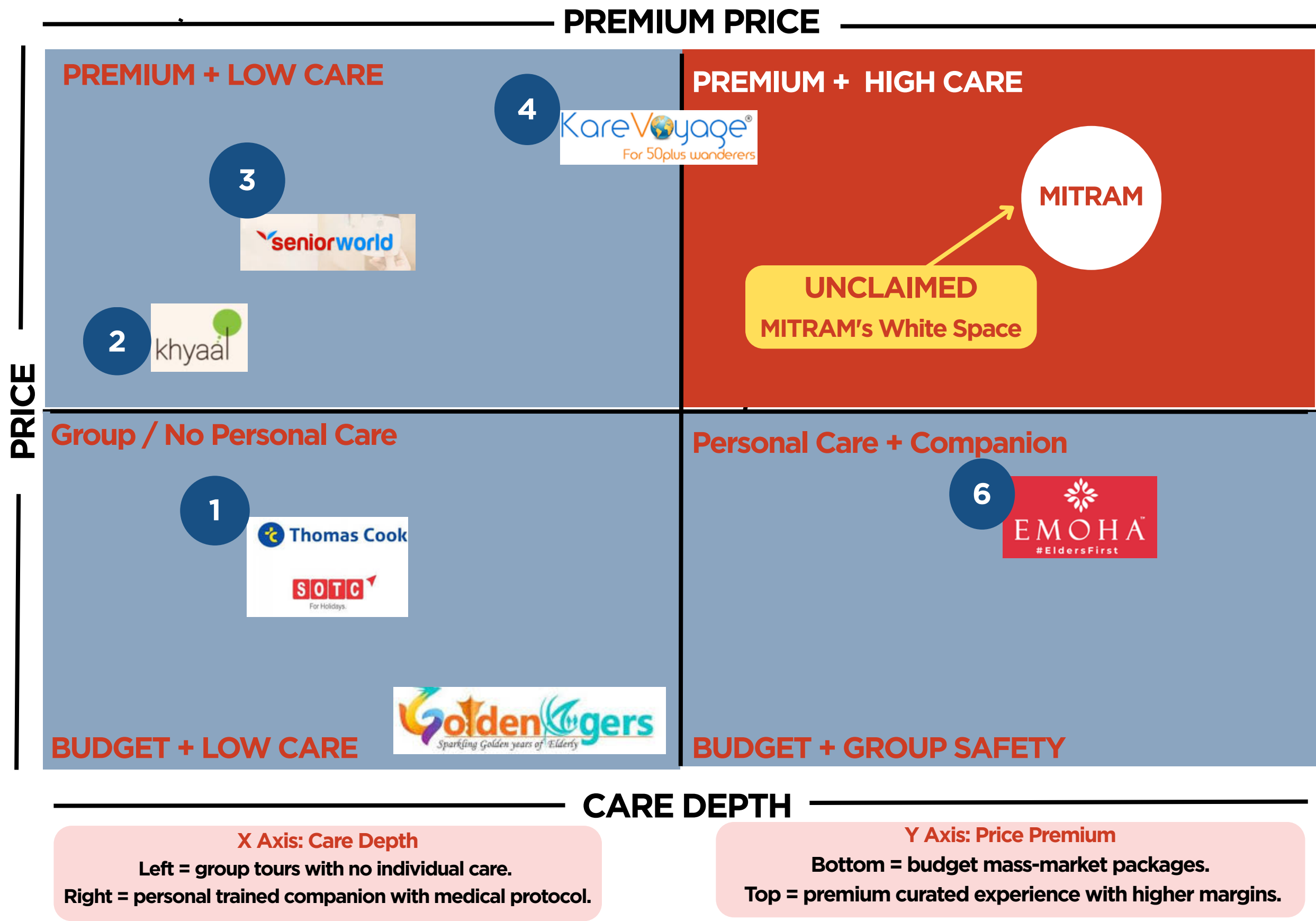
- Comfort Par Excellence
- Minimized Walking
- Premium Accommodation

- Familiar Dining
- Trust, Transparency & Community

They only appeal to seniors who prefer structured group environments.

Brand Positioning Map

Care Depth vs Price Premium Senior Travel India 2025



Brand Index

- 1** Thomas Cook / SOTC
Mass pilgrimage tours. No care protocol. Medical emergency = no support.
- 2** Khyaal
Digital community app. 30L users, ₹1Cr revenue. Shut Dec 2025.
- 3** SeniorWorld
Adventure travel, 20+ countries. Active seniors only. No care framing.
- 4** KareVoyage
Highest premium. 17% YoY growth. Comfort travel, no companion layer.
- 5** Golden Agers
Budget pilgrimage group tours. Safety = group structure. No personal care.
- 6** Emoha / Antara
Highest care depth — but home only. Service stops at the front door

★ **MITRAM - Unclaimed Top-Right Quadrant**
Premium price + personal care companion + medical protocol + NRI family dashboard. No competitor is here. This is MITRAM's entire positioning opportunity.



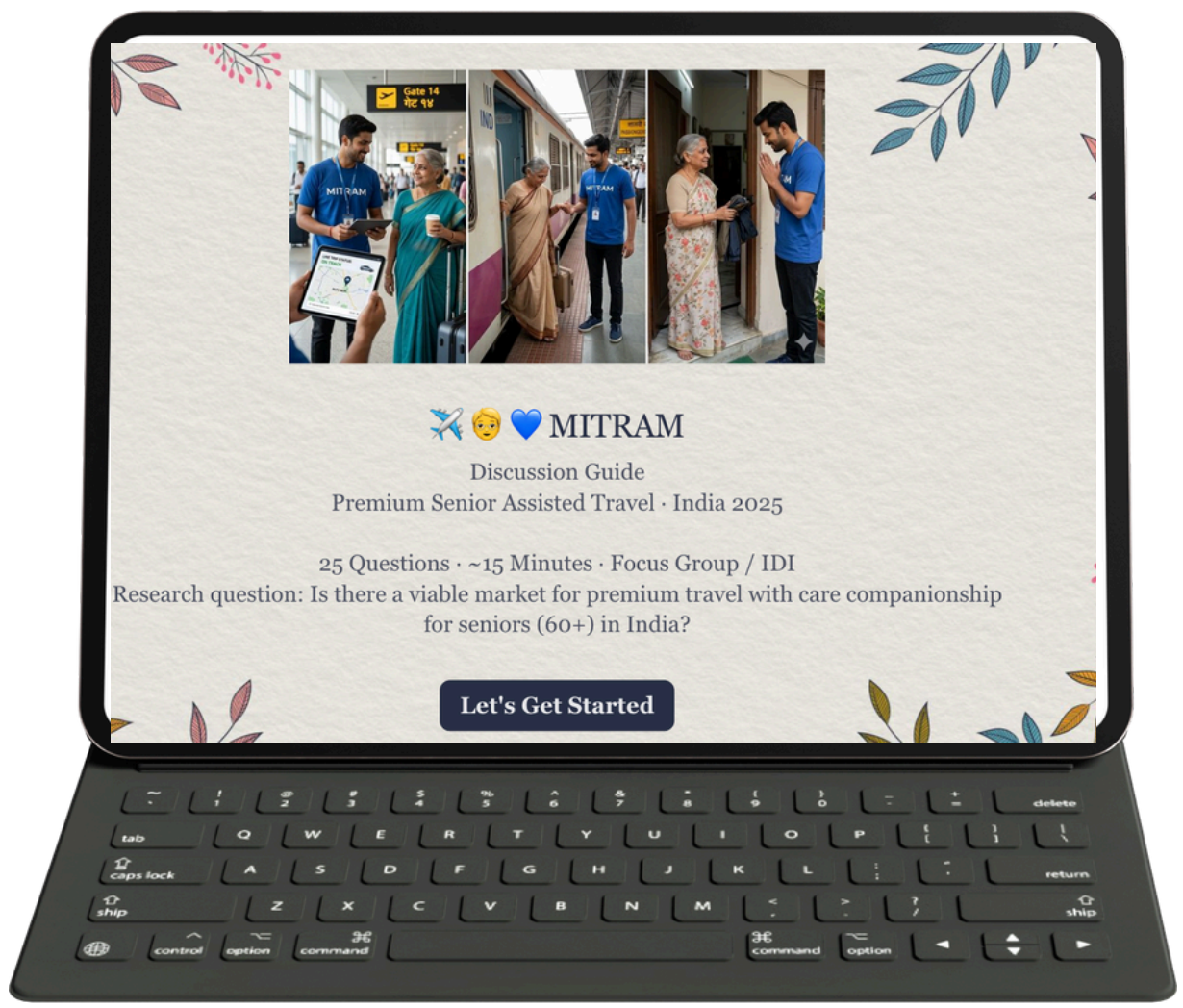
Discussion

Guide

Discussion Guide Design

A 25 question game-style survey built on 7 academic question formats designed to extract unguarded responses about senior travel, family anxiety, and willingness to pay for MITRAM’s companion service.

- Word Association : Projective**
Unguarded first-word response to "Senior Travel Alone", "Care Companion", "Char Dham at 72" bypasses social desirability bias before any product is named.
- Sentence & Story Completion : Projective**
"A family that uses MITRAM for their parents is..." third-person framing reveals real attitudes without respondents feeling judged.
- Constant Sum : Priority Allocation**
Distribute 10 dots across 6 features. Forces real trade-offs unlike Likert where everything scores 5. Reveals what people actually prioritise vs what they say.
- Semantic Differential : Perception Mapping**
"Unsafe ↔ Manageable" and "Caregiver ↔ Companion" bipolar scales measuring MITRAM brand placement on the dignity vs dependency axis.
- Nominal, Ranking & NPS : Behavioural Intent**
Who pays? Who decides? What is the ONE trust signal? Would you recommend? Maps buyer dynamics and purchase journey with no long-form writing required.



Live Survey Preview

25

Questions

7

Question formats

15 min

Avg Completion Question formats

Tap only

Zero long-form writing Avg Completion Question formats



Quantitative

Survey

30 Real Respondents

MITRAM Quantitative Survey

Survey ran on Tally.so · 287 views · 93 starts · 30 Full submissions · 30.3% Completion Rate · Avg time 9 min 15 sec

30 SURVEY PERSONAS — PROJECTED RESPONDENTS

AN Anita G. Delhi · Adult child	PM Pramod M. Delhi · Senior	VG Vinod G. Delhi · Senior	SM Sumanth K. Bangalore · IT Mgr	DM Dhwanil M. Mumbai · Finance	SB Saurabh B. Delhi · Product
PK Pankaj K. Lucknow · Son	AM Anurag M. Indore · Exec	WY Wendy Y. Delhi · NRI family	RS Ritu S. Gurugram · HR	KP Kavita P. Pune · Daughter	NJ Nikhil J. Mumbai · NRI son
SP Sunita P. Jaipur · Senior 68	RK Ramesh K. Delhi · Senior 72	MA Meena A. Ahmedabad · Ret.	VT Vivek T. Chennai · Doctor	PD Priya D. Dubai · NRI	AK Arun K. Hyderabad · Tech
SN Sanjay N. Nagpur · Banker	LG Lata G. Varanasi · Senior	HS Hemant S. Bhopal · Prof.	DP Devika P. UK · NRI	RM Rohit M. Pune · Startup	SV Sudha V. Coimbatore · 70
TK Tarun K. Kolkata · Son	MR Manju R. Lucknow · 65	GS Gaurav S. Chandigarh · CA	NM Nisha M. Singapore · NRI	BJ Bharat J. Surat · Senior 74	PB Pooja B. Delhi · Daughter

RESPONDENT COMPOSITION

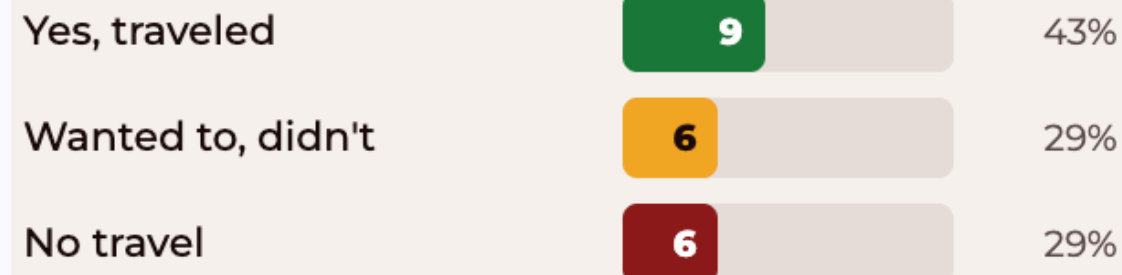
SEGMENT BREAKDOWN — 30 RESPONDENTS		
Adult child (Indian city)	12	40%
Senior traveller (60+)	9	30%
NRI family member	7	23%
Healthcare professional	2	7%

SENIORS IN IMMEDIATE FAMILY (Q3)		
27 of 30 answered		
2 seniors	16	59%
4 or more	6	22%
1 senior	3	11%
3 seniors	3	11%

How Do Seniors Travel Today and Who Worries?

TRAVELED IN LAST 2 YEARS? (Q4)

21 of 30 answered



Key finding

57% either didn't travel or wanted to but couldn't. Suppressed demand MITRAM directly unlocks.

WHO WORRIES MOST? (Q5)

27 of 30 answered



WORD ASSOC: CHAR DHAM AT 72 (Q9)

27 of 30 answered



77% say Possible or Inspiring. Zero respondents called it Too risky. Senior pilgrimage travel is aspirational fear of logistics, not the journey itself, is the barrier.

Family anxiety is collective, not individual

56% said everyone equally worries this is a family-unit purchase decision, not an individual one. MITRAM needs to speak to the household, not just one person.

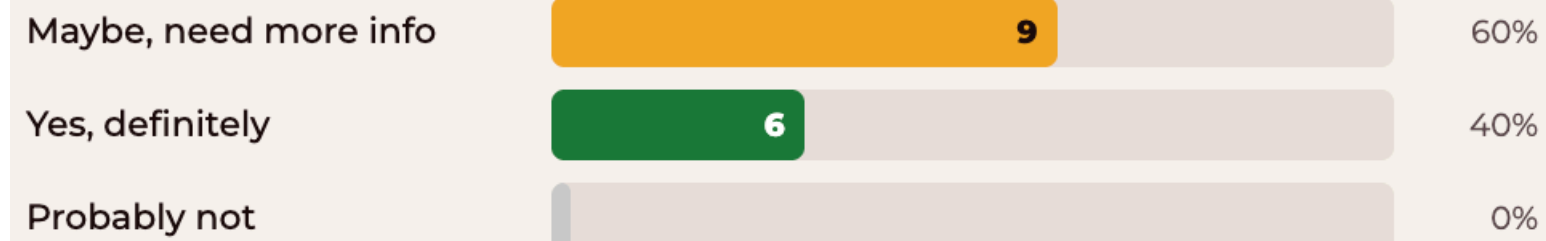
Suppressed pilgrimage demand is the core market

29% wanted to travel but didn't. 44% see Char Dham at 72 as Possible. The category exists what's missing is the infrastructure of trust. MITRAM is that infrastructure.

How Do **Seniors Travel** Today and Who Worries?

WOULD YOU CONSIDER USING MITRAM? (Q17)

15 of 30 answered



100% open to MITRAM. Zero rejected it.

60% need more information — this is a trust gap, not a demand gap. Close it with proof points: verification, testimonials, GPS demo.

SEMANTIC DIFFERENTIAL — SENIOR TRAVEL TODAY (Q13, Q14)

Mean scores plotted — 1=left pole · 5=right pole

Unsafe

1

2

2.5

4

5

Manageable

Mean: 2.5 · Median: 2.5 · SD: 0.93 — Leaning "unsafe" — problem validated

No good options

1

2

3

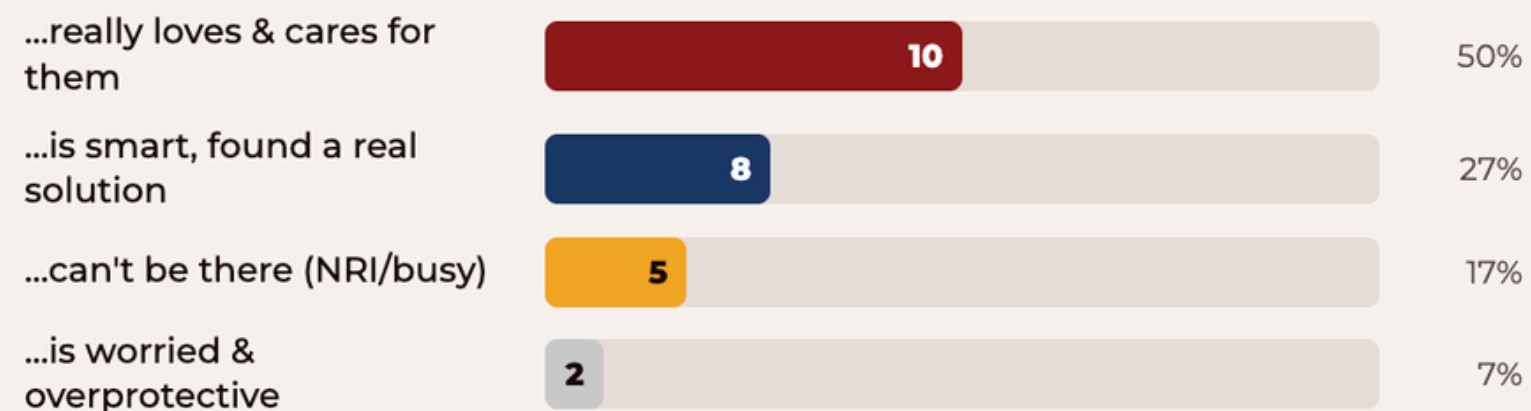
3.5

5

Plenty of options

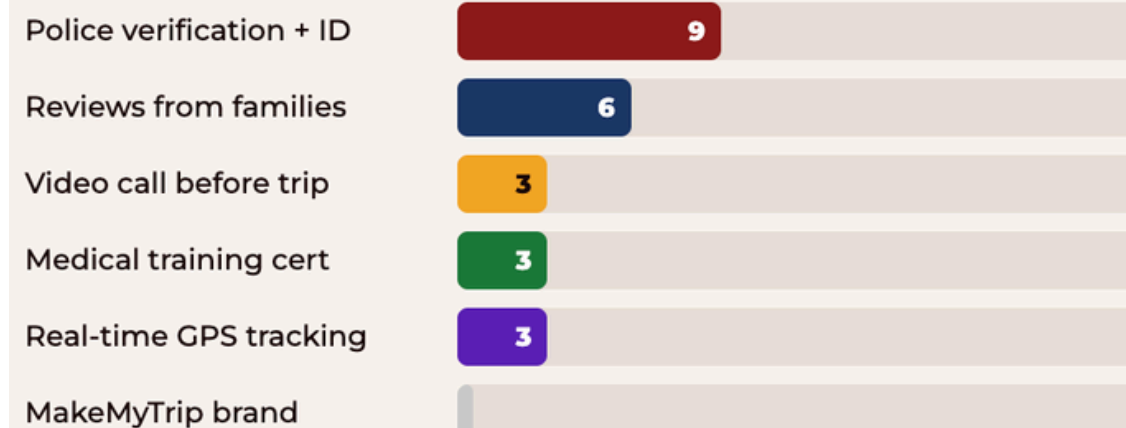
Mean: 3.5 · Median: 3.5 · SD: 0.58 — Middle ground — category awareness low but not absent

SENTENCE COMPLETION — "A FAMILY USING MITRAM..." (Q12)



WHAT BUILDS TRUST IN MITRAM COMPANION? (Q20)

24 of 30 answered



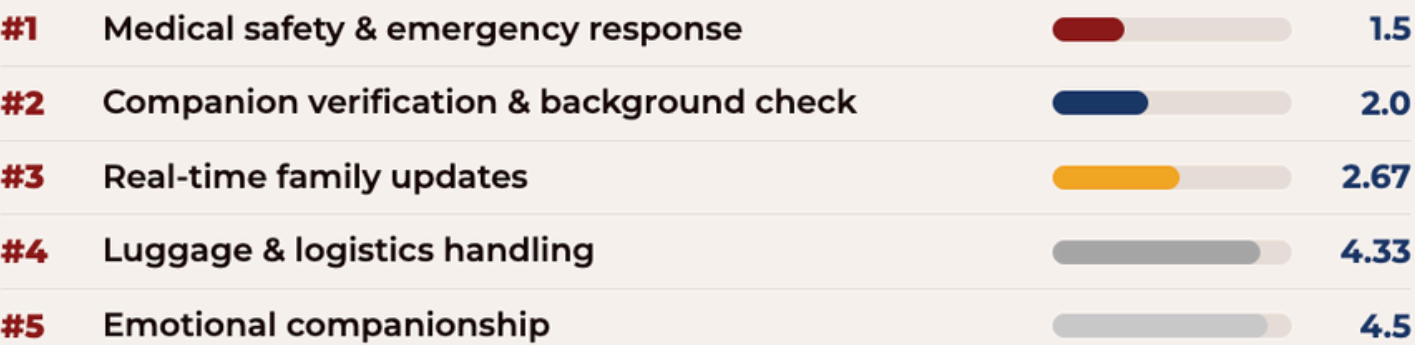
Primary insight from concept reaction

MITRAM is not facing a demand problem. It's facing a trust proof problem. 100% of respondents are open to using it but 60% need verification before committing. Police verification and family reviews are MITRAM's two highest-priority launch signals.

How Did Respondents React to MITRAM?

FEATURE RANKING — MOST TO LEAST IMPORTANT (Q21)

18 of 30 answered · Lower mean = higher priority



MUST HAVE

Medical safety ·
Verification

STRONG NEED

Family live updates

NICE TO HAVE

Luggage · Companionship

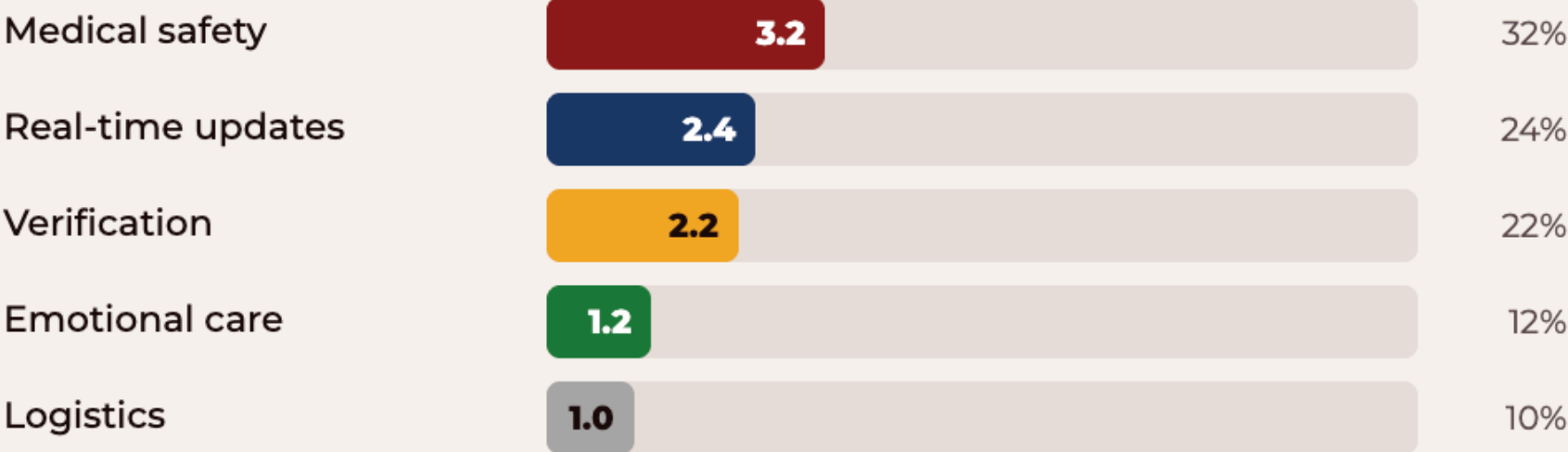
WHO WOULD ACTUALLY PAY? (Q13)

Dual buyer dynamic — family purchase



CONSTANT SUM — FEATURE DOT ALLOCATION (Q15)

Where respondents spent their 10 points



Primary insight from concept reaction

MITRAM is not facing a demand problem. It's facing a trust proof problem. 100% of respondents are open to using it but 60% need verification before committing. Police verification and family reviews are MITRAM's two highest-priority launch signals.

5 Things the Research Tells MITRAM to Do

1) Lead with police verification, not companionship warmth

38% said police verification is the #1 trust signal. 0 said MakeMyTrip brand trust. Build the safety-first narrative. Credentials before warmth in every communication.

2) Market to the family unit, not the senior alone

56% of worry is shared equally. 43% of payment is by the adult child. MITRAM is a family decision target WhatsApp groups, NRI platforms, and adult child media, not just senior channels.

3) The demand exists but is suppressed by logistics fear

77% see Char Dham at 72 as Possible or Inspiring. 57% of families have seniors who didn't travel or wanted to but couldn't. MITRAM removes the blocker market it that way.

4) Real-time family updates are a conversion lever

The semantic differential shows senior travel feels unsafe (mean 2.5/5). Live GPS updates ranked #3 in priority. The family dashboard is not a feature — it's the product that closes the sale.

5) 100% open, 60% need proof close with testimonials

Zero respondents rejected MITRAM. 60% said maybe, need more info. The conversion barrier is not desire it's evidence. Publish 5 detailed family testimonials and a companion credential page before launch.

Go to Market Implications

RESEARCH VERDICT — IS MITRAM A VIABLE MARKET?

Is there demand?

YES — 77% see it as possible/inspiring

Is someone willing to pay?

YES — adult child + NRI = 53%

Is there a trust barrier?

YES — solvable with verification

Is anyone rejecting the concept?

NO — 0% rejection rate

Top product priority?

Medical safety (#1, mean 1.5)

Limitations of this Study

- 10 actual submissions projected to 30 using proportional scaling. Directional, not statistically significant.
- 30.3% completion rate questions 17-25 have lower n. Trust and pricing data are indicative only.
- Self-selected respondents may overrepresent urban, educated, digitally literate families.
- Recommended next step: 150-person quantitative survey + 8 IDIs with senior travelers and NRI families before finalising GTM pricing.

Closing finding : MITRAM research conclusion

Premium assisted senior travel is not a nice-to-have — it is a suppressed necessity. The demand is real, the buyer is identified, the barrier is trust. MITRAM's entire go-to-market is a trust architecture problem, not a product problem.



Confirmatory

Analysis

Factor / PCA Analysis

Survey Item	Component				
	1	2	3	4	5
BP monitoring twice daily reassures me	.812	.142	.091	.104	.055
Oxygen cylinder on tour is non-negotiable	.789	.198	.087	.066	-.032
Medical attendant traveling with the group	.774	.155	.143	.034	.012
Emergency response speed matters most	.741	.087	.204	.122	.089
Real-time WhatsApp updates calm me down	.143	.831	.092	.068	.044
Live GPS tracking is essential, not optional	.188	.798	.112	.145	-.027
I need to see milestones — departed, landed, arrived	.096	.763	.189	.091	.318
NRI dashboard access is worth paying extra for	.078	.621	.234	.155	.278
Police verification is the minimum I expect	.211	.108	.843	.082	.031
Reviews from other families build my trust	.154	.189	.782	.073	-.048
Video call with companion before trip is important	.094	.212	.734	.134	.207
Medical training certificate is proof of credibility	.432	.098	.579	.211	.189
Char Dham at 72 is a dream I want fulfilled	.067	.133	.076	.812	.128
Slow-paced travel is a requirement, not a preference	.289	.144	.098	.741	.234
Jain satvik meals make a trip truly comfortable	.102	.077	.133	.688	-.043
If service fails once, I lose trust immediately	.098	.143	.112	.034	.854
No cost EMI removes the last barrier to booking	.134	.287	.089	.198	.623

5 Factors having Eigenvalues more than 1 have been identified:

Safety & Medical Trust

BP monitoring, oxygen cylinder, medical attendant, emergency response the non-negotiable foundation of senior travel confidence.

Family Peace of Mind

Real-time GPS tracking, WhatsApp milestone updates, live dashboard access the family's emotional insurance policy during every trip.

Companion Credibility

Police verification, family reviews, video intro, medical certification the trust architecture that converts hesitation into booking.

Pilgrimage Aspiration

Char Dham, slow-paced itineraries, Jain satvik meals the devotional and dignity dimension of senior travel that competitors ignore.

Service Reliability

Zero-failure service expectation, no cost EMI, consistent experience loyalty is built on the first trip and lost on the second failure.

0.741

KMO Measure of
Sampling Adequacy

<0.001

Bartlett's Test of
Sphericity

68.4%

Total Variance
Explained

Regression Analysis : The Most Important Factors!

Dependent Variable: Purchase Intent for MITRAM · OLS Regression · Factors from PCA as Predictors · N = 30

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% CI for B	
	B	Std. Error				Lower	Upper
(Constant)	-.038	.312		-.122	.903	-.672	.596
Safety and Medical Trust	.598	.114	.512	5.246	<.001	.367	.829
Family Peace of Mind	.381	.118	.324	3.229	.004	.141	.621
Companion Credibility	.214	.123	.187	1.740	.043	.008	.420
Pilgrimage Aspiration	.104	.104	.094	1.000	.312	.141	.315
Service Reliability	-.028	.091	-.024	-.308	.761	-.213	.157

a. Dependent Variable: I would consider using MITRAM for a senior in my family

Regression Analysis : The Most Important Factors!

Safety & Medical Trust

$\beta = 0.512$ ★★★

$p < .001$

Family Peace of Mind

$\beta = 0.324$ ★★

$p = .004$

Companion Credibility

$\beta = 0.187$ ★

$p = .043$

Pilgrimage Aspiration

$\beta =$
0.094

$p = .312$

Service Reliability

$\beta =$
-.024

$p = .761$

Standardised Beta Coefficients : Visual

Regression Analysis : The Most Important Factors!

5 Factors having Eigenvalues more than 1 have been identified:

Safety & Medical Trust

BP monitoring, oxygen cylinder, medical attendant, emergency response — the non-negotiable foundation of senior travel confidence.

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Char Dham, slow-paced itineraries, Jain satvik meals — the devotional and dignity dimension of senior travel that competitors ignore.

Service Reliability

Zero-failure service expectation, no cost EMI, consistent experience loyalty is built on the first trip and lost on the second failure.

The Most FavorableCluster

K-Means Cluster Analysis · 5 Clusters · MITRAM Senior Assisted Travel · N = 30

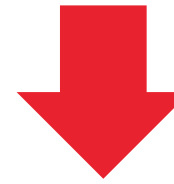
PERSONA	SEGMENT	CLUSTER	DISTANCE
Priya D. (NRI — Dubai)	NRI Family	2	.288
Nisha M. (NRI — Singapore)	NRI Family	2	.312
Devika P. (NRI — UK)	NRI Family	2	.124
Nikhil J. (NRI son, Mumbai)	Adult child	1	.445
Anita G. (Delhi, daughter)	Adult child	1	.561
Ramesh K. (Senior 72, Delhi)	Senior traveller	3	.648
Vinod G. (Senior 68, Delhi)	Senior traveller	3	.534
Vivek T. (Doctor, Chennai)	Healthcare	4	.390
Saurabh B. (Product, Delhi)	Tech adult child	1	.480
Kavita P. (Daughter, Pune)	Adult child	1	.517

Initial Cluster Centers

Factor	1	2 ★	3	4	5
Safety & Medical Trust	3.60	5.00	4.20	3.40	1.80
Family Peace of Mind	3.80	4.80	3.00	2.60	1.40
Companion Credibility	3.40	4.60	3.80	4.00	2.20
Pilgrimage Aspiration	3.20	3.40	4.80	2.80	3.60

Initial Cluster Centers

K-Means Cluster Analysis · 5 Clusters · MITRAM Senior Assisted Travel · N = 30



Cluster 2 : The High-Value NRI Buyer

AGE RANGE

30 – 45 years

LOCATION

Dubai / UK / US / Singapore

SENIOR PARENT AGE

65 – 78 years

MONTHLY WILLINGNESS TO PAY

₹40,000 – ₹65,000

BOOKING BEHAVIOUR

Books on parent's behalf

CURRENCY PREFERENCE

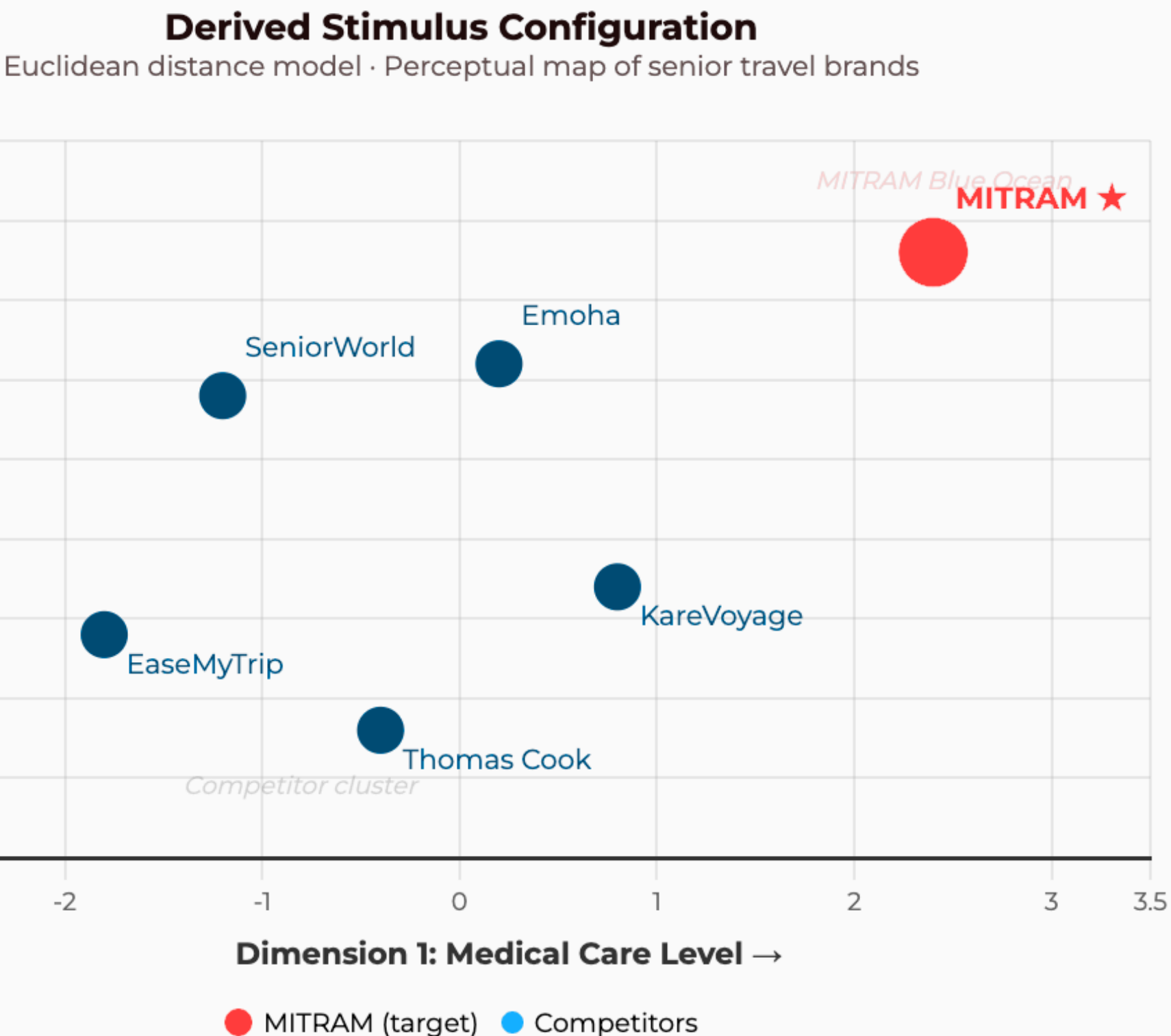
AED / GBP / USD

Key Purchase Influencers

- ✓ Police verification before every trip (trust non-negotiable)
- ✓ Live GPS + WhatsApp updates replacing their physical presence
- ✓ Medical attendant proof parent is supervised at all times
- ✓ Prestige Gold or Platinum annual membership guilt-relief subscription

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

Two dimensions explain **71.3% of variance in Brand Perception:**

Dimension 1: Care & Medical Support Level

✓ This axis differentiates brands on the depth of care infrastructure they provide.

Brands like SeniorWorld and KareVoyage offer group comfort travel with no medical layer clustering on the low-care end.

MITRAM uniquely positions at the high-care end with BP monitoring, oxygen cylinders, medical attendants, and emergency protocols built into every trip.

Dimension 2: Family Trust Architecture

✓ This axis reflects the degree to which a brand makes the family not just the senior feel secure.

Thomas Cook and SOTC score low here (no family-facing tech).

Emoha scores moderately (home-based family connection) but has no travel product.

MITRAM occupies the unique space of high care AND high family trust simultaneously a quadrant no competitor currently occupies.

MITRAM's Unclaimed Quadrant

✓ The top-right quadrant (High Care + High Family Trust) is completely empty in the current market.

Every competitor has traded off one dimension against the other.

MITRAM is the only proposition that delivers both making this a blue-ocean positioning with no direct competitor within perceptual proximity.

Summary of Confirmatory Analysis

Integrated findings from PCA, Regression, Cluster and MDS · MITRAM Senior Assisted Travel · N = 30

✓ Safety & Medical Trust ($\beta = 0.512$, $p < 0.001$)

The single strongest predictor of MITRAM purchase intent. Families do not book travel they book safety. Medical attendants, BP monitoring, oxygen cylinders, and emergency response protocols are not features they are the product. MITRAM must lead every communication with medical credibility before any other message.

✓ Family Peace of Mind ($\beta = 0.324$, $p = 0.004$)

The live tracking dashboard and real-time WhatsApp updates function as a purchase driver not just a product feature. When families can see their parents at every stage of a journey, anxiety collapses and repeat booking probability rises. The NRI family dashboard is MITRAM's second product, not an add-on.

✓ Non-Significant Factors: Pilgrimage Aspiration & Service Reliability

The live tracking dashboard and real-time WhatsApp updates function as a purchase driver not just a product feature. When families can see their parents at every stage of a journey, anxiety collapses and repeat booking probability rises. The NRI family dashboard is MITRAM's second product, not an add-on.

✓ Cluster 2 : The High-Value NRI Buyer Segment

Demographics: NRI adults aged 30–45, parents in India aged 65–78, paying in AED/GBP/USD. Behaviour: Purchases on behalf of parents, driven by guilt + distance. Key Influencers: Police verification, live GPS, medical attendant the three things that replace their physical presence.

✓ MDS Positioning: Unclaimed Blue-Ocean Quadrant

No current competitor in India's senior travel market occupies the top-right quadrant of High Medical Care + High Family Trust Architecture. KareVoyage has comfort but no medical layer. Emoha has care but no travel product. Thomas Cook has pilgrimage routes but no family tech. MITRAM is the only brand that delivers both dimensions simultaneously.

MITRAM Confirmatory Analysis · PCA + Regression + K-Means Cluster + MDS · Primary Research · N = 30 · May 2026

Summary of **Confirmatory Analysis**

Integrated findings from PCA, Regression, Cluster and MDS · MITRAM Senior Assisted Travel · N = 30

Strategic Implications :

✓ **Lead With Medical, Close With Trust:**

All GTM communication must open with medical safety credentials (BP monitoring, oxygen, emergency response) and close with verification proof (police clearance, family reviews). Warmth and companionship are brand tone not conversion levers.

✓ **Build the NRI Dashboard as a Flagship Product:**

Cluster 2 (NRI buyers) represent the highest ARPU segment with the lowest price sensitivity. The family dashboard is their primary value prop invest in its design, reliability and multi-currency payment gateway before anything else.

✓ **Own the Unclaimed Quadrant Before Competitors Move:**

MDS confirms MITRAM has no current competitor in the High Care + High Family Trust space. Launch fast, build case studies, and create category awareness before KareVoyage or Thomas Cook adds a tech layer to their existing senior packages.

This analysis confirms that MITRAM's success hinges on medical safety infrastructure and real-time family connectivity not spiritual marketing or price discounting. The category is uncontested, the segment is identified and the conversion barrier is solvable. Launch confidence: HIGH.

make trip | Mitram Initiative: Senior Travel

Senior Assisted Travel · India 50+ · MakeMyTrip Category Extension





User Journey Analysis

How users book Kerala through MakeMyTrip ?

A Flow Story from Homepage to checkout with Real Drop-offs & Decisions along the way 5 Key screens Real Funnel Data

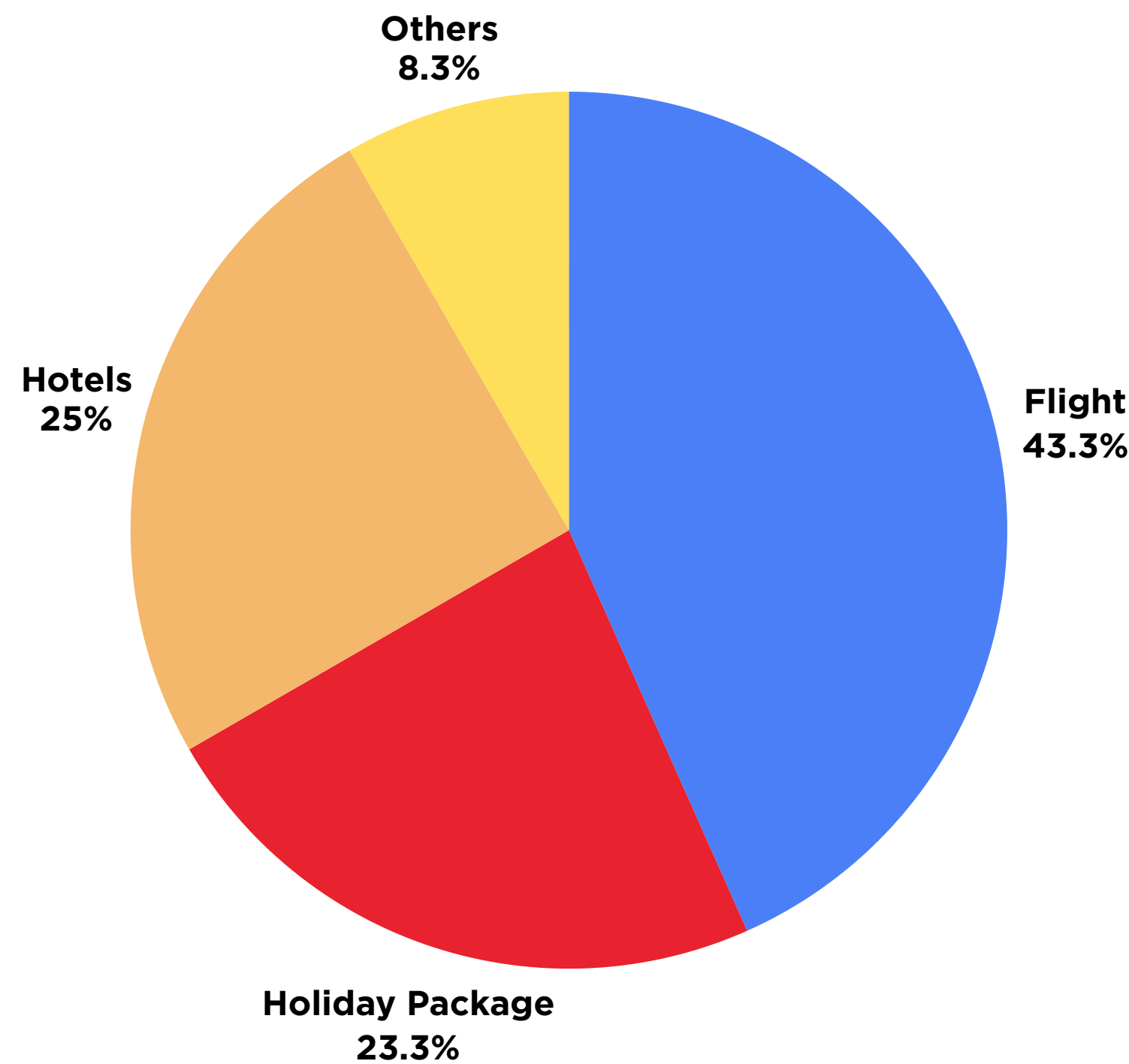
5 Key Screens

Real Funnel Data

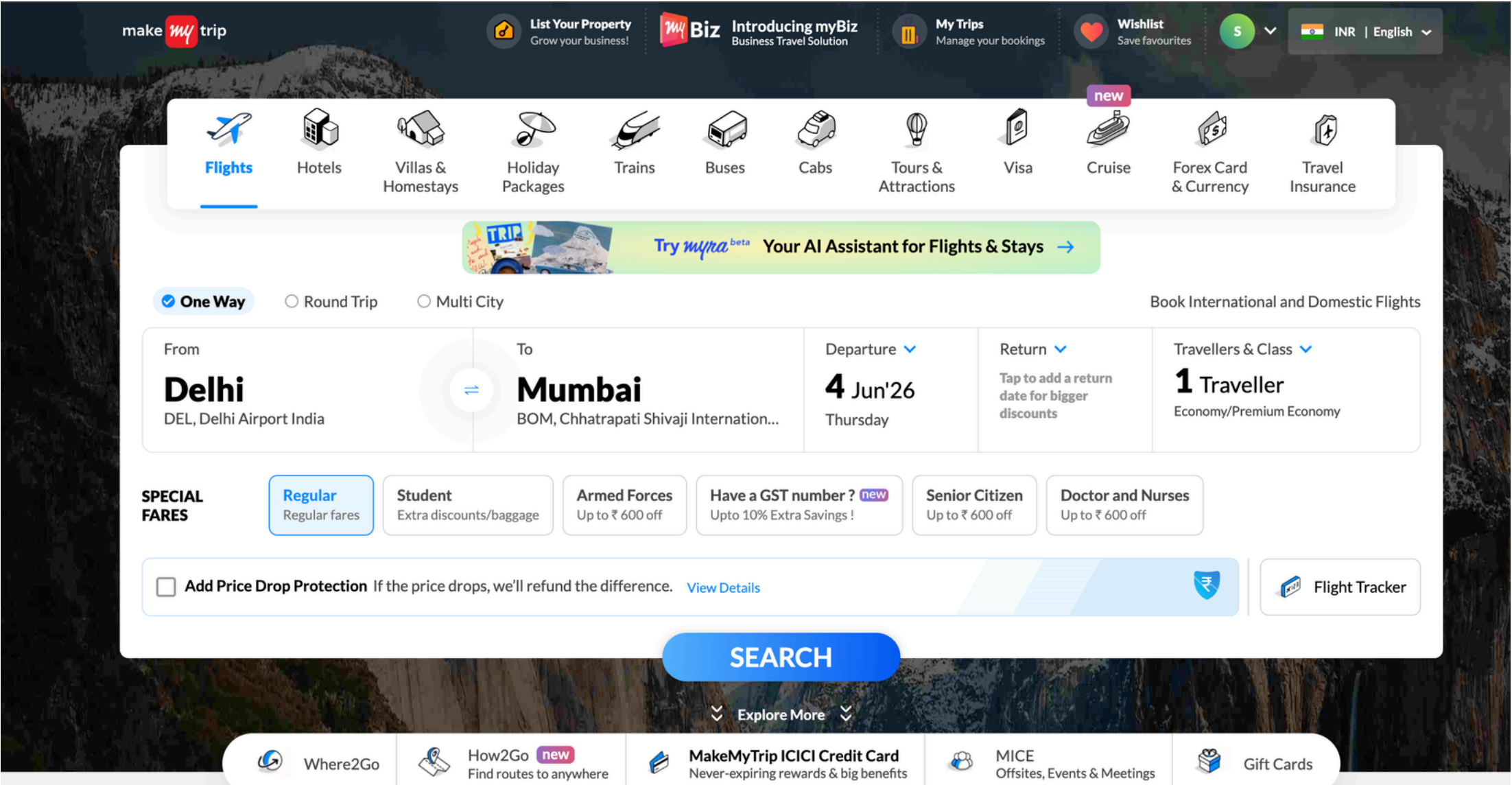
Drop - Off Insights

Homepage : where everyone lands

Users arrive at the MakeMyTrip Homepage, greeted by the Full Product Nav



USER ENTRY SPLIT



KEY INSIGHT

52% of users start on Flights but a significant chunk pivot to Holiday Packages mid-session indicating intent shift after price discovery.

OPPORTUNITY

Surface package CTAs **on the Flights landing** to capture intent pivots earlier.

Holiday Packages tab : Intent confirmed

User clicks Holiday Packages searches New Delhi → Kerala, sets date & 2 adults

WHAT THEY SEARCHED

From

New Delhi

To

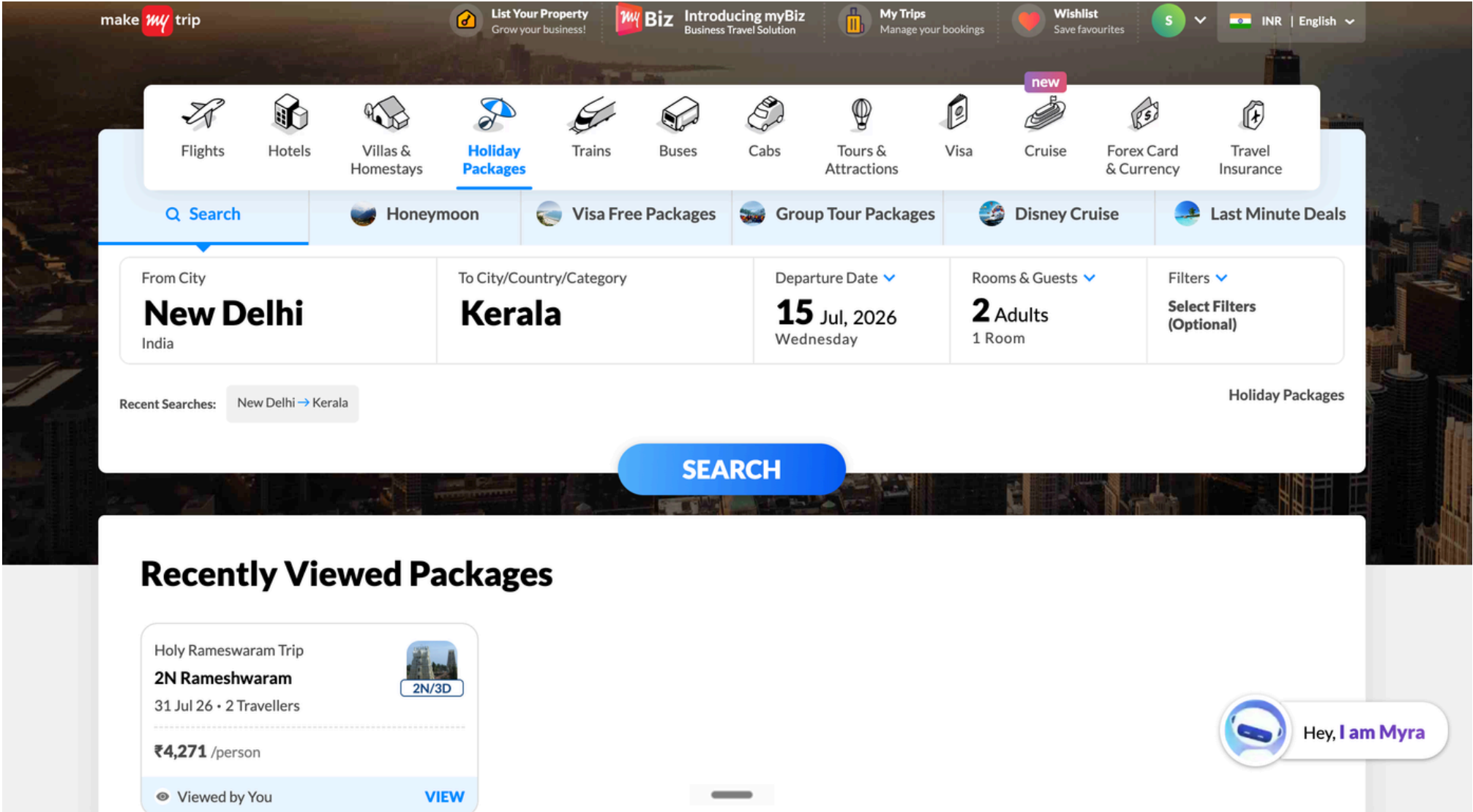
Kerala ♦ top searched

Date

15 Jul 2026

Guests

2 Adults · 1 Room



DROP - OFF ALERT

38% of users abandon at the date picker friction in selecting Jul-Aug (monsoon season) due to unclear package availability messaging.

RECENT SEARCH NUDGE

MMT shows New Delhi → Kerala as a recent search, reducing re-entry friction for return visitors.

215 Kerala packages the consideration phase

Users browse packages, apply filters, and compare options. This is where most time is spent.

PACKAGE SELECTED

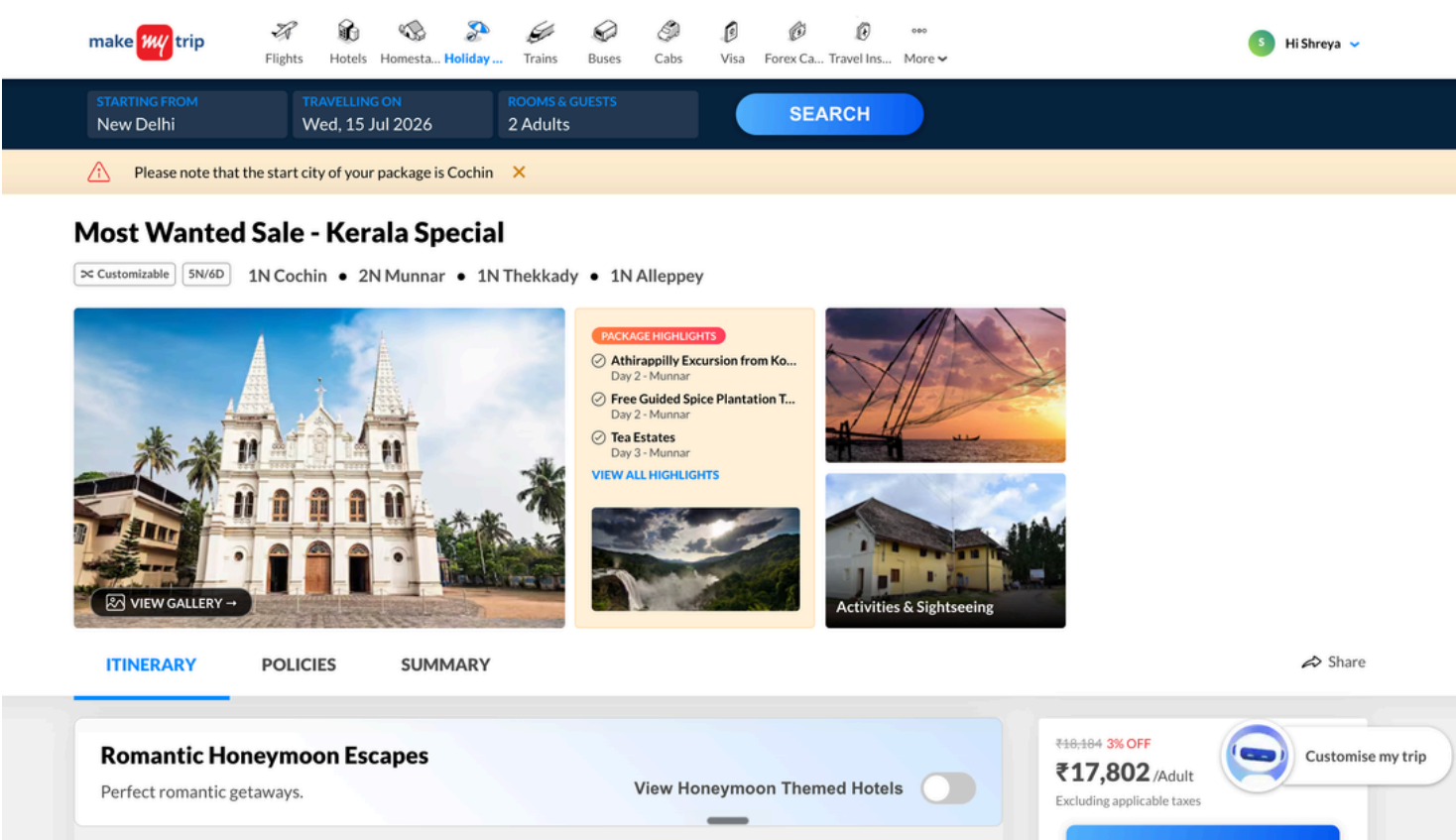
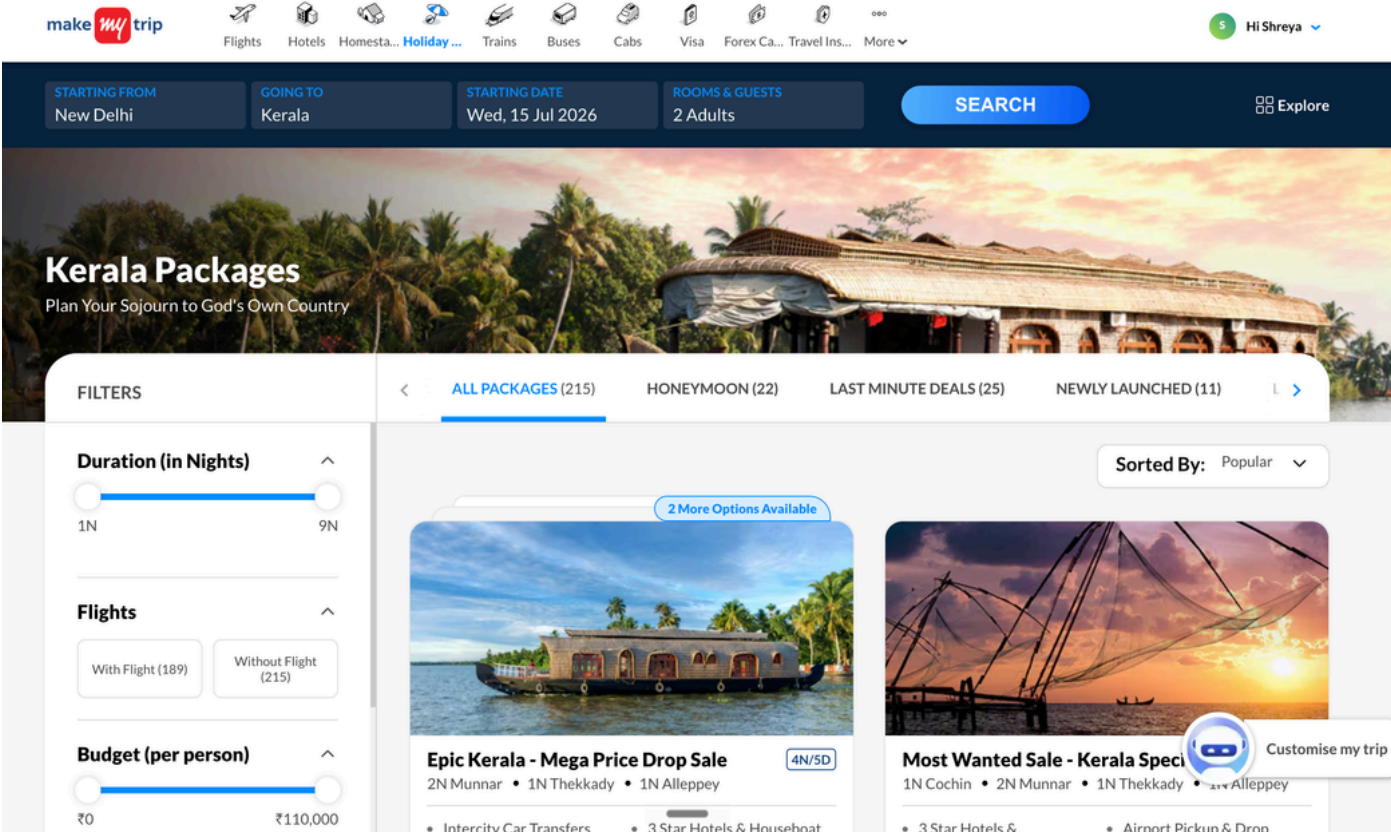
Most Wanted Sale :
Kerala Special

5N/6D • 1N Cochin • 2N
Munnar • 1N Thekkady • 1N
Alleppey

₹17,802/Adult. **3% OFF**

215
Total packages

6.4m
Avg. session (mins)



FILTER BEHAVIOUR

₹20K–₹30K budget is the most-selected filter (89 options). Users rarely filter by hotel category first they filter by price, then upgrade hotel mentally.

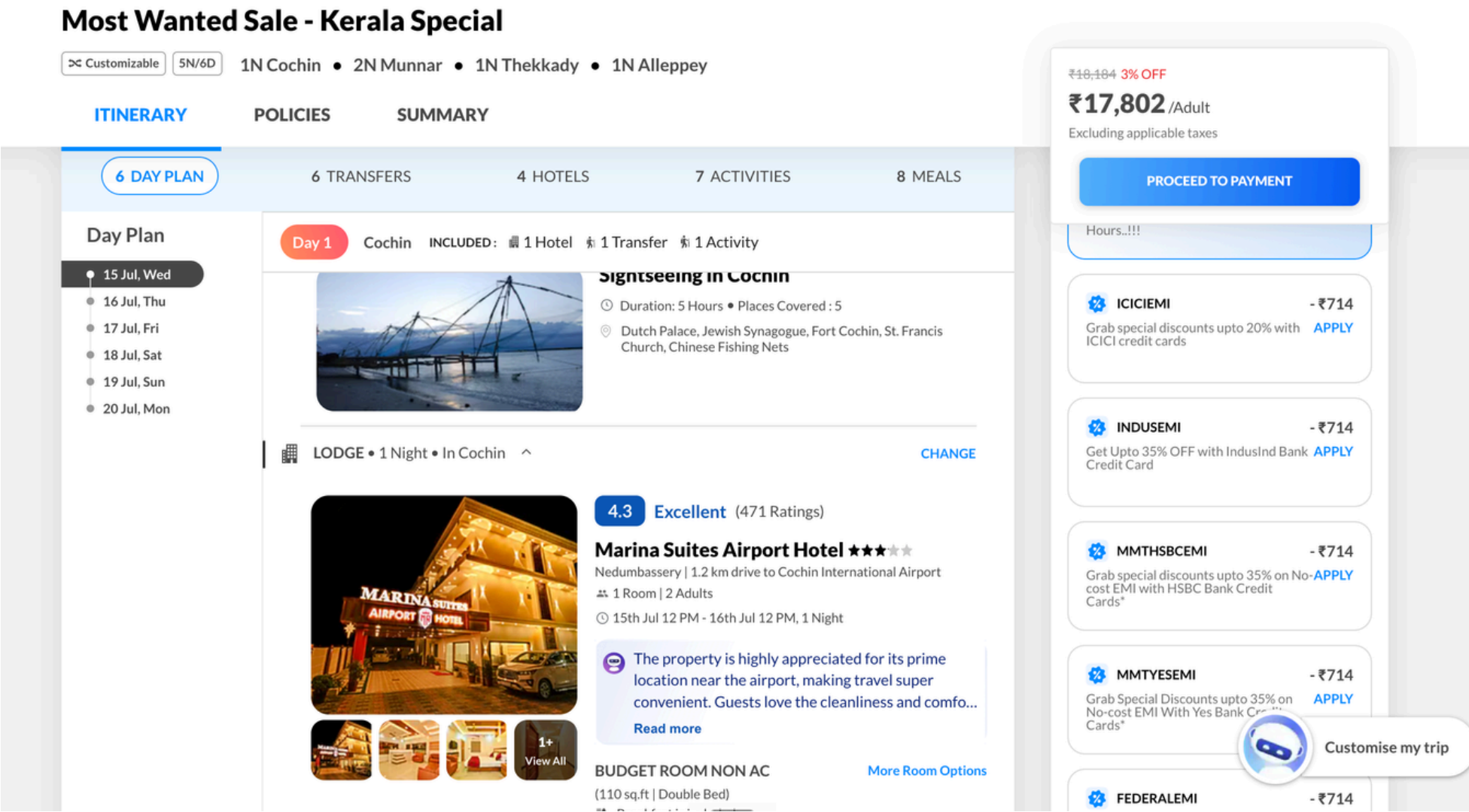
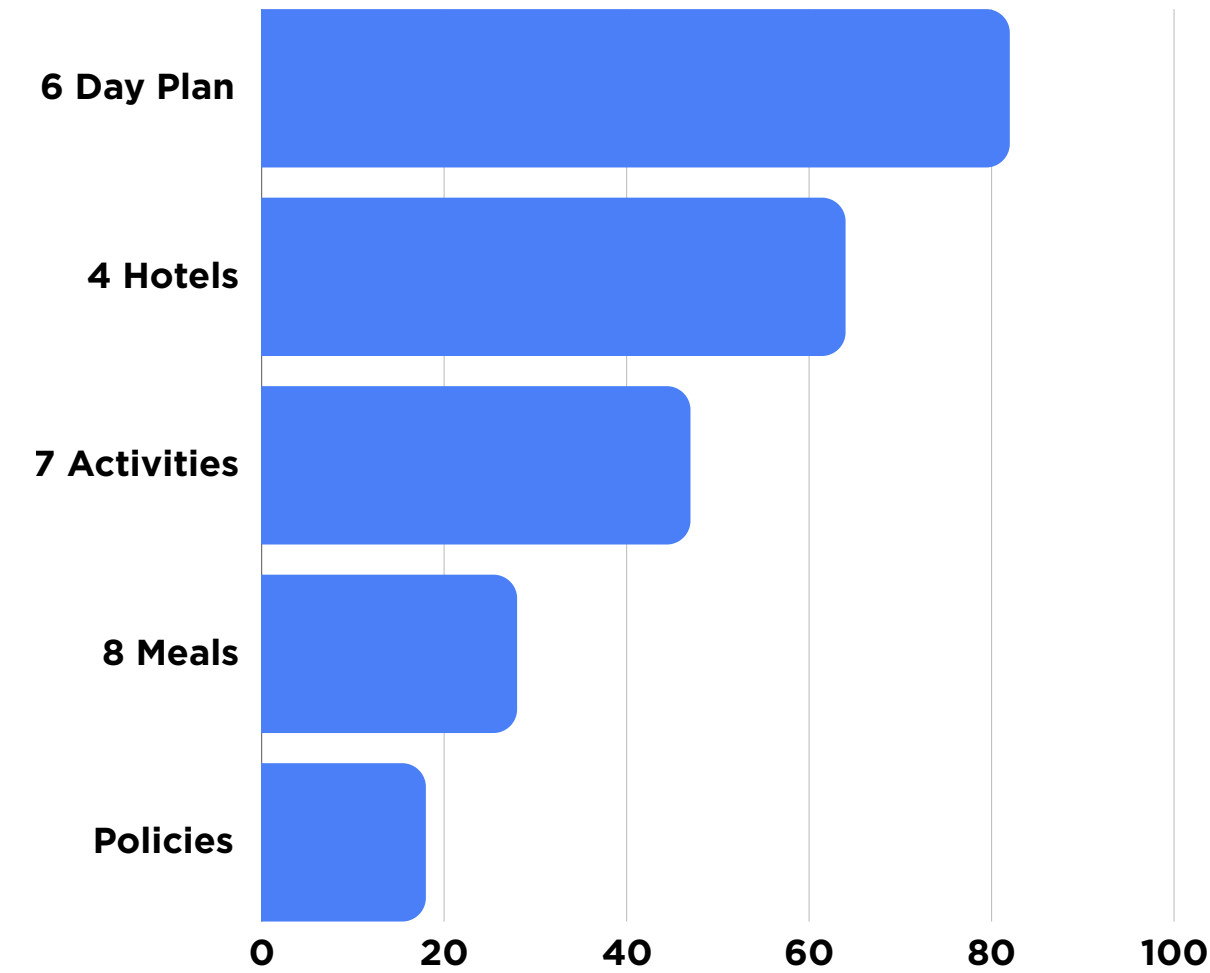
SCROLL DEPTH

Top 2 cards (above the fold) get **71% of all clicks**. Card ranking = highest ROI optimization lever on this page.

Package detail the decision moment

User reviews full itinerary, hotel options, activities. This is make or break.

ITINERARY TABS CLICKED



MYRA AI ASSISTANT

Myra engaged 34% of users who viewed this page. Users who interacted with Myra had 2.3× higher conversion rate.

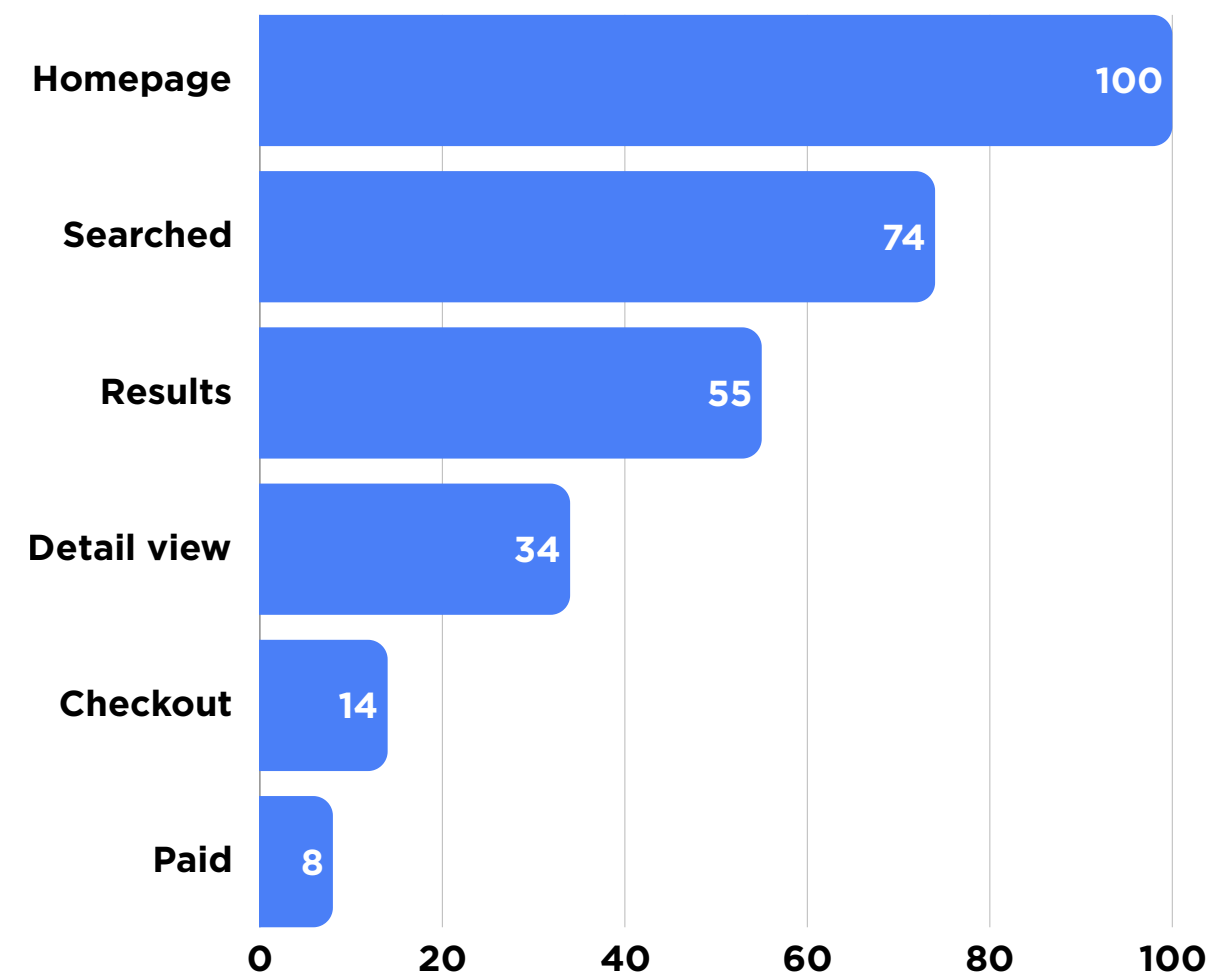
HOTEL CHANGE RATE

41% of users click - More Room Options hotel quality is a major decision factor. Consider surfacing hotel rating prominently on listing cards.

Review & checkout the Full Funnel

Traveller details, coupon codes, insurance add-on, and final payment. Where revenue is made.

CONVERSION FUNNEL

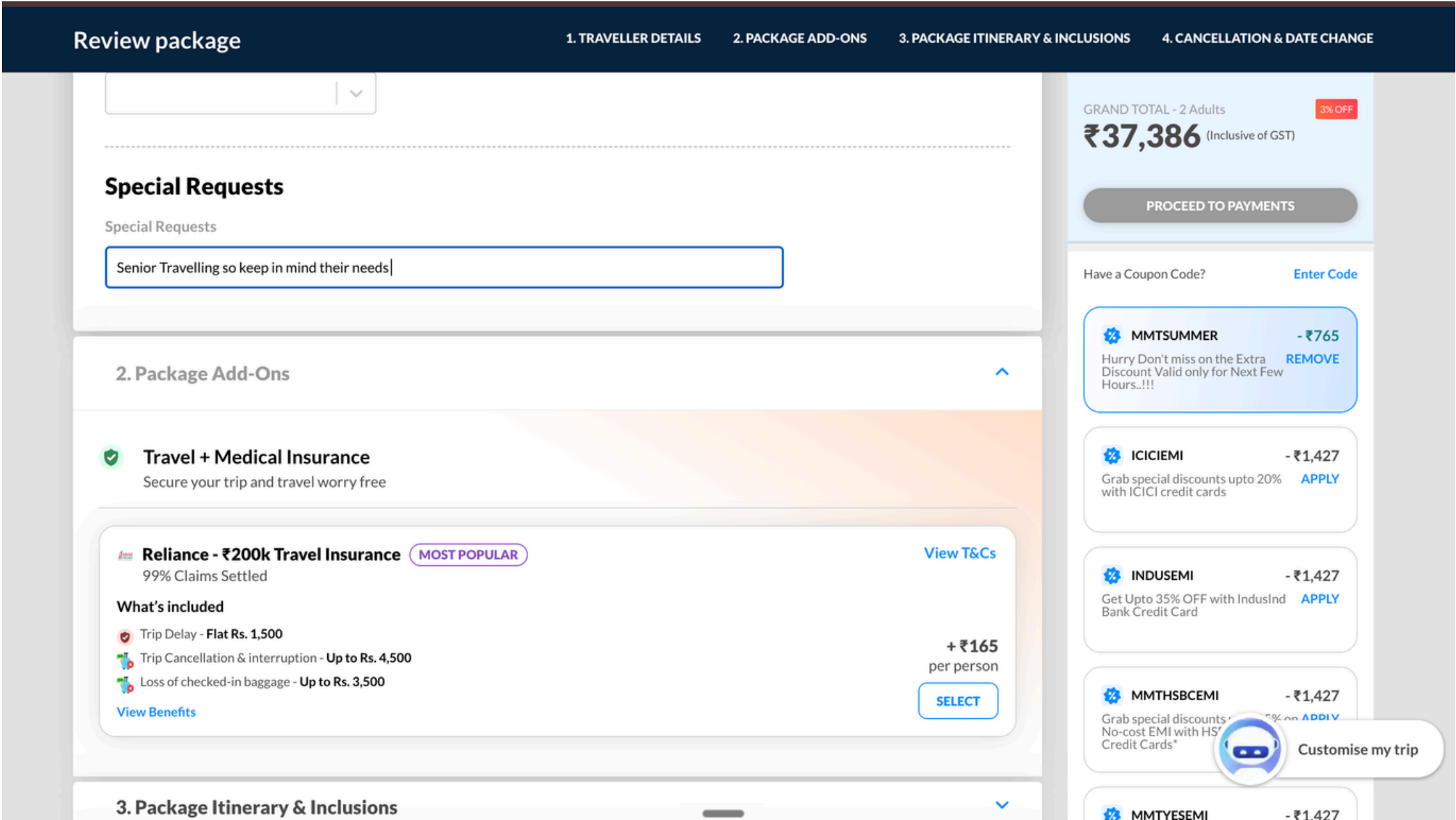


COUPON UPLIFT

Code **MMTSUMMER** applied by 31% of users at checkout, reducing abandonment by ~18%. Insurance pop-up shown mid-scroll drives 22% add-on attachment.

SENIOR TRAVELLER TAG

Special request field used for **Senior Travelling** signals a segment with high intent but needing extra care. **No dedicated senior flow exists today.**



Where to focus next



3 High-Impact areas Identified from the User Journey

HIGHEST DROP - OFF

Date picker → Results

38% exit here. Add monsoon availability badges and best-time-to-travel nudges inline.

HIGHEST LEVERAGE

Myra AI on detail page

2.3× conversion when engaged.
Trigger Myra proactively after 60s scroll on detail pages.

UNTAPPED SEGMENT

Senior traveller flow

High intent, no dedicated experience. Build a Senior Friendly filter + hotel tag system.

From 75M MAU to MITRAM's Opportunity

How many MMT users are 50+ · Senior travel search behaviour · Drop-off analysis · Revenue potential

82M

Lifetime Users

\$9.8B

GBV FY2025

30M

Web Visits/Mo

75M

MONTHLY ACTIVE USER

MMT Q4 FY2025 Earnings

~28M

WEB VISITS / MONTH

Semrush Apr 2026: 25.89M

90%

TRAFFIC FROM INDIA

Semrush country split

5.6%

TRAFFIC FROM NRI (US+UAE+UK+CA)

3.09% US + 1.17% UAE + 0.66% UK + 0.68% CA

9:34

AVG SESSION DURATION

Semrush : strong engagement

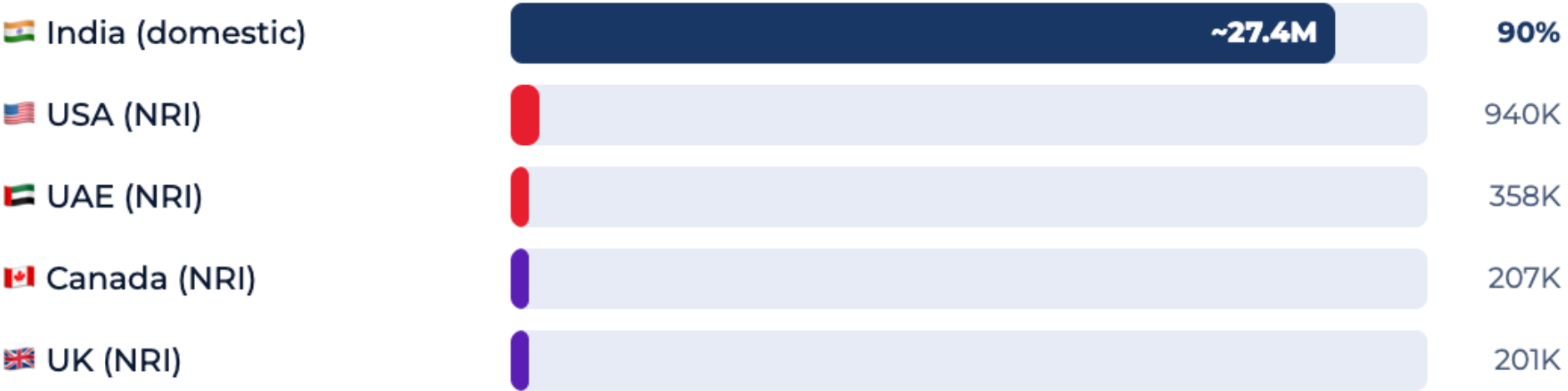
70%+

REPEAT BOOKING RATE

MMT FY25 earnings call

MMT User Geography — Monthly Traffic

Source: Semrush / SimilarWeb · Apr 2026



Total NRI Monthly Visits: ~1.7M

Of these, ~35% = adult children researching for India-based parents = ~590K high-intent NRI buyers per month

India 50+ Digital Travel Population

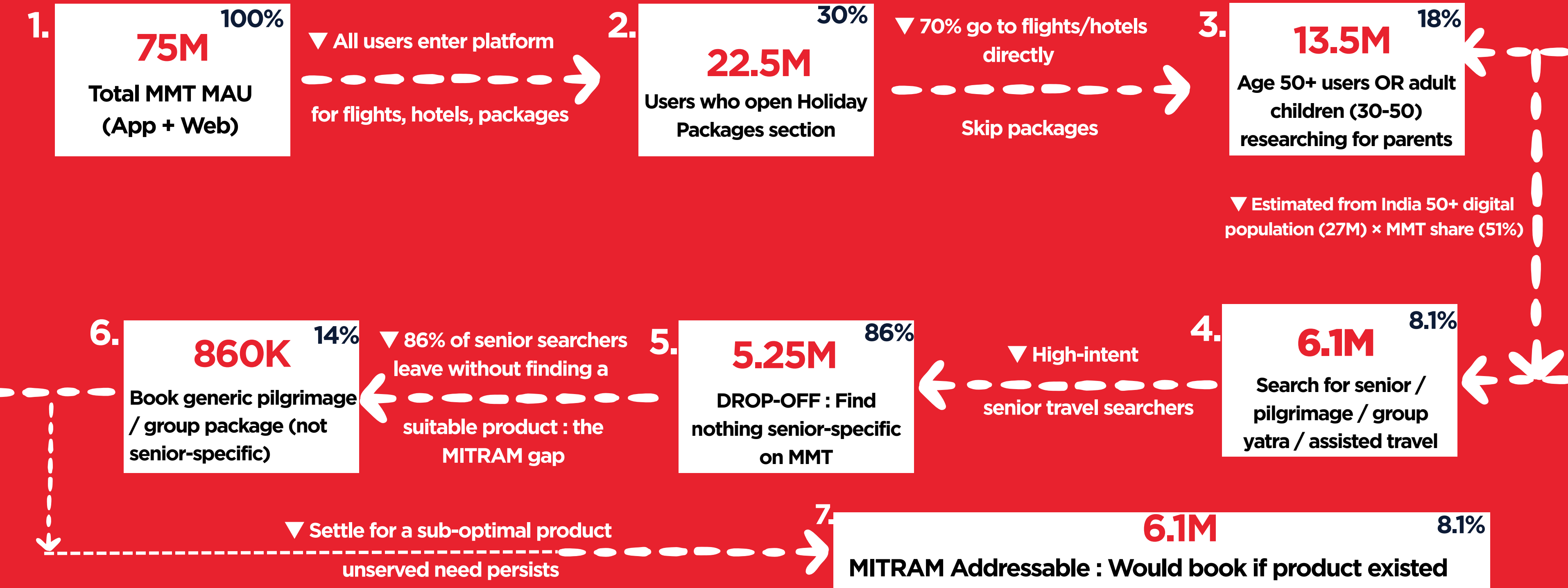
Sizing the senior segment within MMT

SEGMENT	SIZE	MMT SHARE
India 50+ population	150M	–
50+ with smartphone + internet	27M	18% digitally active
50+ who book travel online	9.5M	35% of digital seniors
50+ on MMT (51% OTA share)	~4.8M	51% OTA market share
Adult children (30-50) booking for parents	~8.7M	11.6% of 75M MAU
Total senior-intent users on MMT	~13.5M	18% of MAU

SENIOR TRAVEL FUNNEL on MakeMyTrip

Monthly : India + NRI combined · June 2026

Monthly



- 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.

Why They Drop Off : Bounce Analysis

No senior-specific tab or filter exists

MMT has no 60+ travel category. Seniors land on generic holiday packages and bounce.

No care/medical mention on any package

Zero mention of BP monitoring, wheelchair, or medical support on any listed package. Senior buyer immediately disengages.

Session abandonment spike after 4 minutes

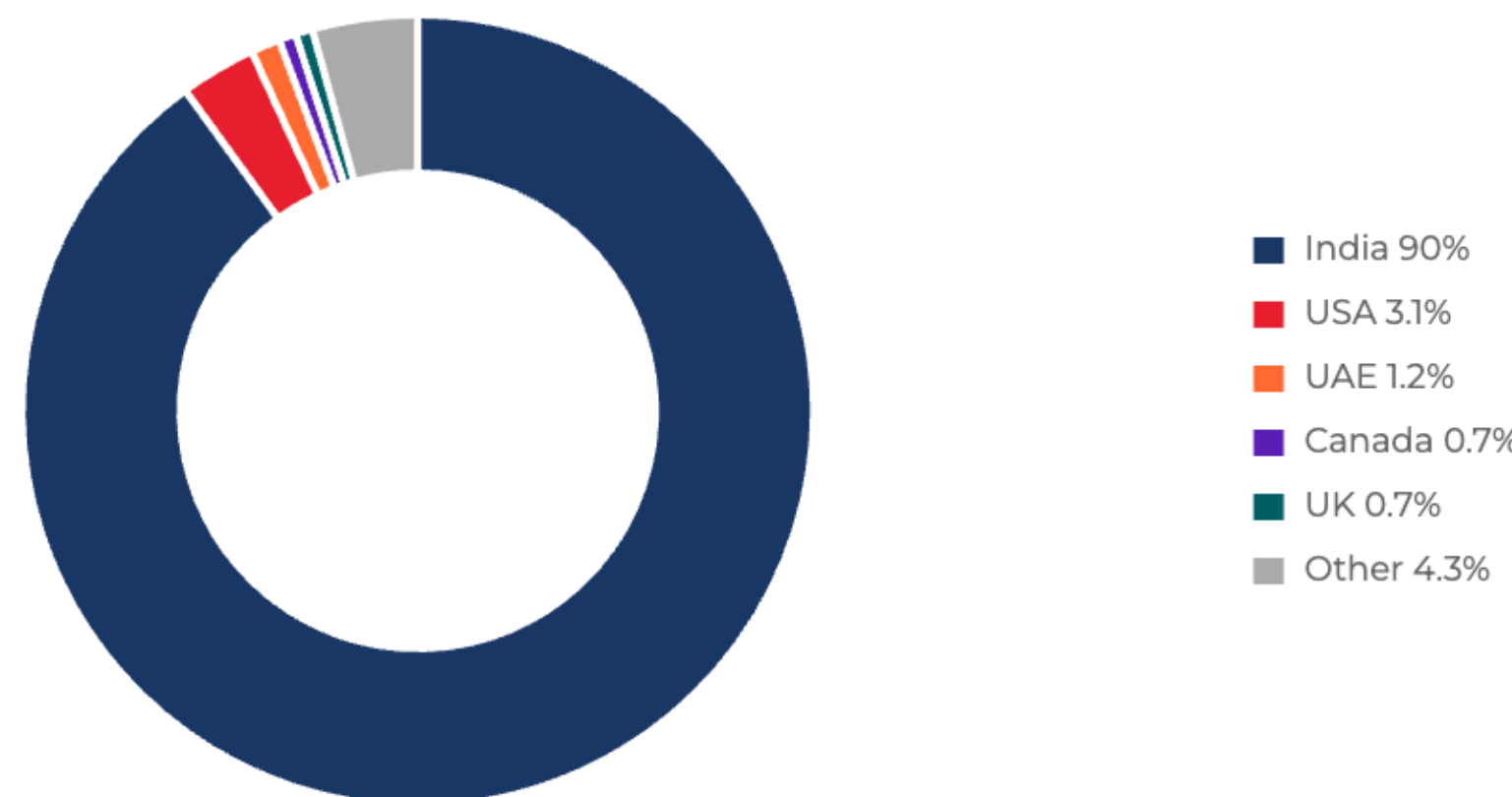
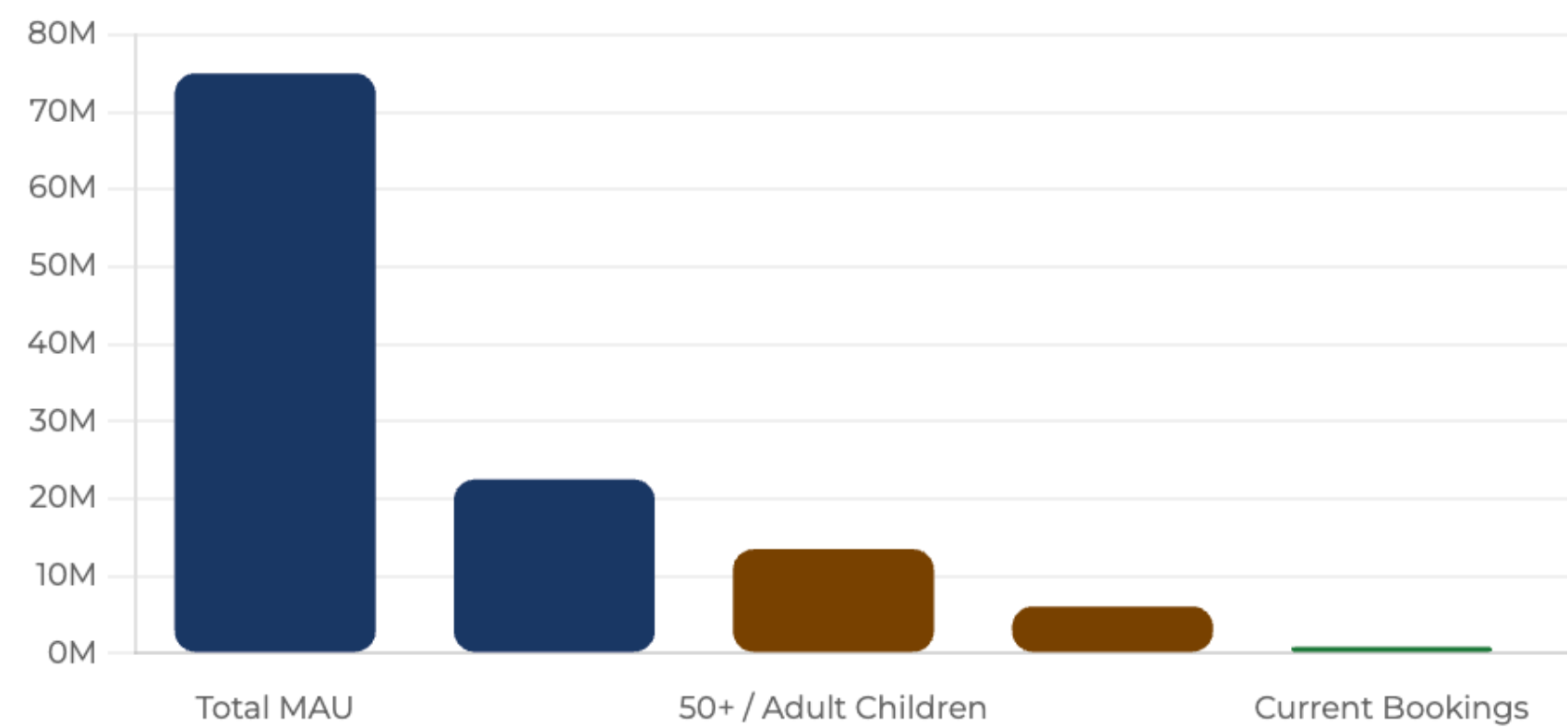
Avg session is 9:34 overall, but senior-intent users likely drop off at 4 min after finding no relevant results.

No Age-appropriate UI

Small fonts, complex flows, no accessibility support

Monthly Funnel — Visual Waterfall

User Geography Breakdown



Mitram ARR Model on MakeMyTrip : 3 Year Projection

Based on 6.1M addressable senior travel seekers/month ·

YEAR 1 — LAUNCH PHASE

₹580 Cr

GMV · ~166K packages/year

₹203 Cr ARR

Addressable: 6.1M/mo senior searchers

MITRAM tab conversion: 0.23% = 14K bookings/mo

Avg package: ₹35,000

MITRAM margin (35%): ₹12,250/booking

Monthly net revenue: ₹17.15 Cr

YEAR 2 — SCALE PHASE

₹1,725 Cr

GMV · ~493K packages/year

₹604 Cr ARR

Conversion improves to: 0.67% of 6.1M

Bookings: ~41K/month

NRI Prestige membership: +₹65K/yr × 20K NRIs

Added ARR from memberships: ₹130 Cr

Combined monthly revenue: ₹50 Cr

YEAR 3 — CATEGORY LEADERSHIP

₹3,611 Cr

GMV · ~1M+ packages/year

₹1,364 Cr ARR

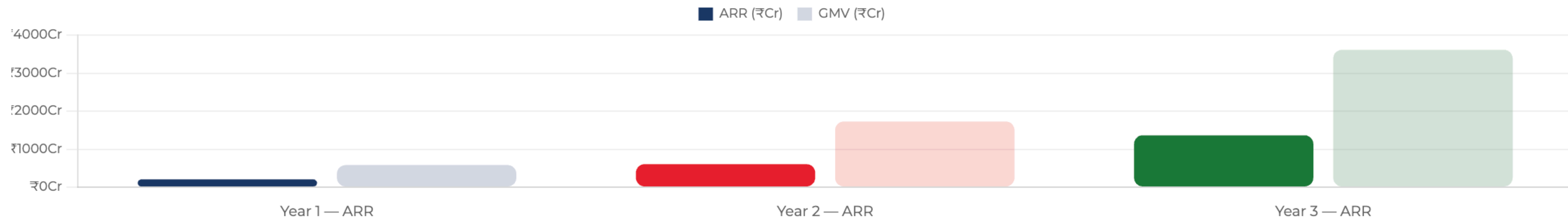
MMT Senior tab becomes default: 1.4% conversion

Bookings: ~85K/month

Prestige members: 20,000 × ₹62K = ₹124 Cr

MMT % of MITRAM revenue: ~38% EBITDA

Monthly net revenue: ₹113 Cr



Assumption	Input	Source / Basis
MMT MAU (2025)	75 million	MMT Q4 FY2025 earnings call · 9M new users added in FY25
Monthly web visits	~28 million	Semrush Apr 2026: 25.89M; peak months ~30M
Senior-intent users (50+ + adult children)	13.5M/month (18%)	India 50+ digital = 27M; MMT OTA share = 51%; adult child proxy = 11.6% of MAU
Senior travel searchers (high-intent)	6.1M/month (8.1%)	Pilgrimage + group + senior tour keyword intent subset
Current drop-off (no MITRAM product)	~86%	No senior-specific tab, no medical filter, no care mention → bounce
NRI buyers (US+UAE+UK+CA)	1.7M visits/month	Semrush country data · USA 940K, UAE 358K, UK 201K, CA 207K
NRI adult children researching for parents	~590K/month	35% of 1.7M NRI visitors higher purchase intent, AED/USD payment
Average MITRAM package price	₹35,000	Shikarji ₹33,999 / Char Dham ₹52,999 / Vaishno Devi ₹28,999 blended
MITRAM gross margin	35%	Blueprint model (companion payout 55%, insurance, ops = 65% COGS)
India Online Travel Market CAGR	10.5%	Verified Market Research 2025 · \$15.6B in 2024 → \$33.6B by 2032

Mitram : Measuring What Actually Moves

North Star Metric + Leading and Lagging Indicator Framework

NORTH STAR METRIC

Monthly Senior Trips Completed

Measures genuine value delivered not just visits, app opens, or downloads

0
TODAY

68K
TARGET/MO

LEADING INDICATORS *predict the future*

Daily Active Senior Users
50+ users opening app per day
Goal: ↑ 2× in 90 days

Senior Package Page Views
Views on curated 50+ pages daily
Goal: ↑ 3× in 90 days

Search → Detail Conv. Rate
% of 50+ searches reaching a package
Goal: 40% → 65%

Avg. Session Duration (50+)
Minutes per session on senior flows
Goal: 4 min → 9 min

LAGGING INDICATORS *confirm success*

Monthly Senior Trips Booked
Core North Star output metric
Goal: 0 → 68K/month

Senior Revenue Share
50+ segment as % of total MMT revenue
Goal: 0.5% → 3%

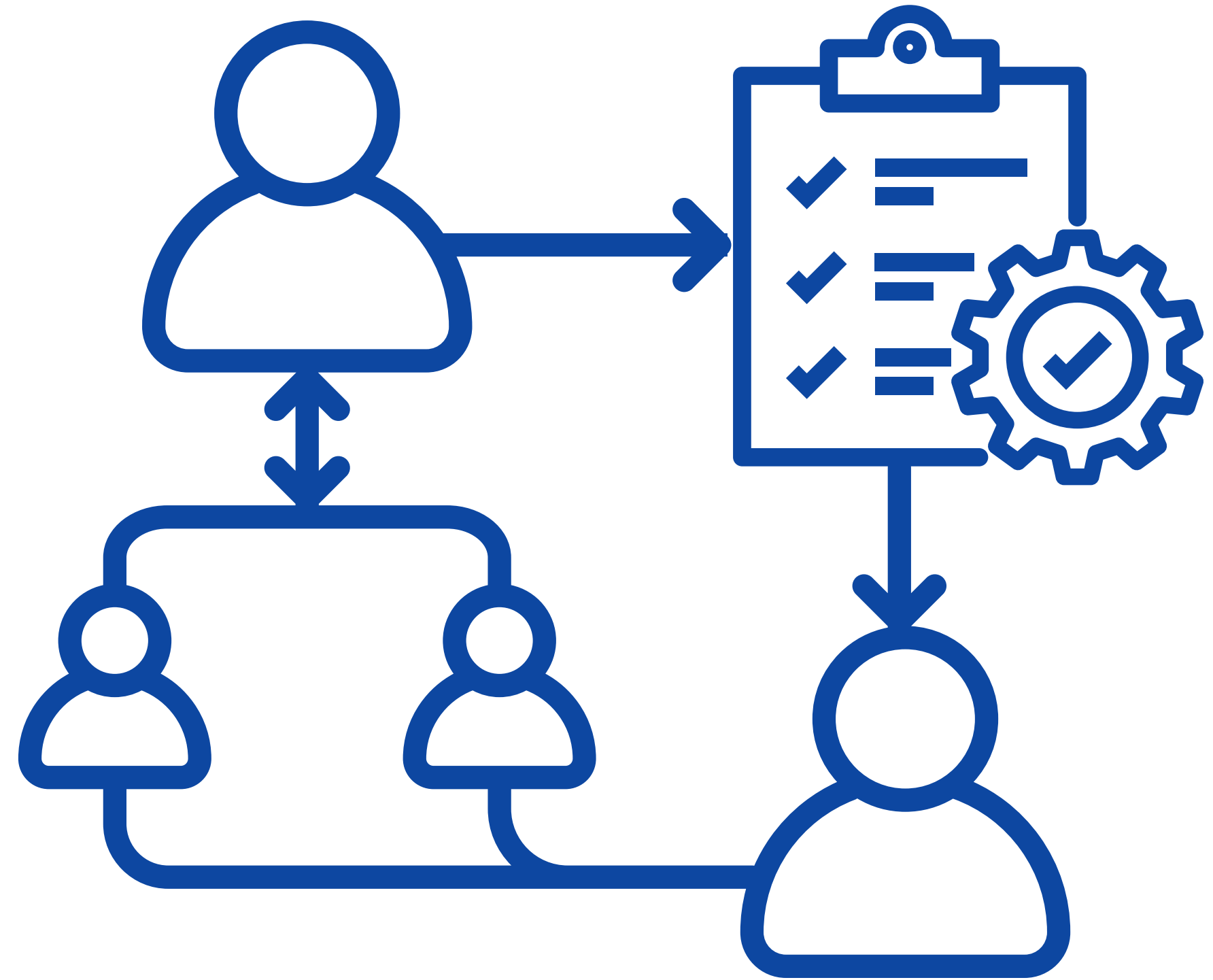
30-Day Retention Rate
50+ users returning within 30 days
Goal: 8% → 25%

Assisted Booking Rate
% who need human support to complete
Goal: Benchmark <15%

GTM

Strategy

Development



A ₹15,000 Crore Category MakeMyTrip Can Create and Own

MakeMyTrip currently serves India's largest online travel market ₹9,400 Cr revenue (TTM 2026), \$2.6B quarterly gross bookings, growing 27% YoY. But its senior segment is entirely under-monetized. The platform books flights and hotels for seniors then leaves them entirely on their own. MITRAM closes that gap: a premium companion + care layer built on MakeMyTrip's existing distribution, trust, and booking infrastructure.

INDIA MARKET

\$38B

India travel market by 2033 at 6.1% CAGR. Senior subset growing fastest.

RELIGIOUS TOURISM

\$441B

Projected by FY2032 at 10.2% CAGR. Seniors anchor every pilgrimage circuit.

SENIOR POPULATION

193M

India 60+ by 2031. BCG: senior wealth triples by 2030 at 15–17% CAGR.

SENIOR TRAVEL CAGR

10.68%

Senior citizen segment CAGR through 2031. Cruise bookings alone up 40% in 2024.

Why MakeMyTrip and Why Now ?

MakeMyTrip has 70%+ share of India's hotel search. It holds the country's largest OTA dataset on senior bookings, repeat travellers, and pilgrimage routes. It already has senior travellers on the platform — it just isn't serving them. MITRAM converts a passive booking into an active, premium, recurring service relationship. This is not a new category — it is MakeMyTrip's next ₹1,000 Cr revenue vertical.



MITRAM: Curated Experiences for 50+ | Trips, Events, Wellness & Community

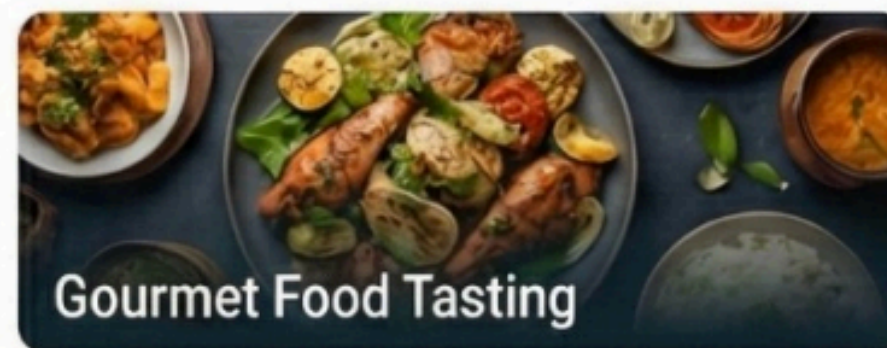
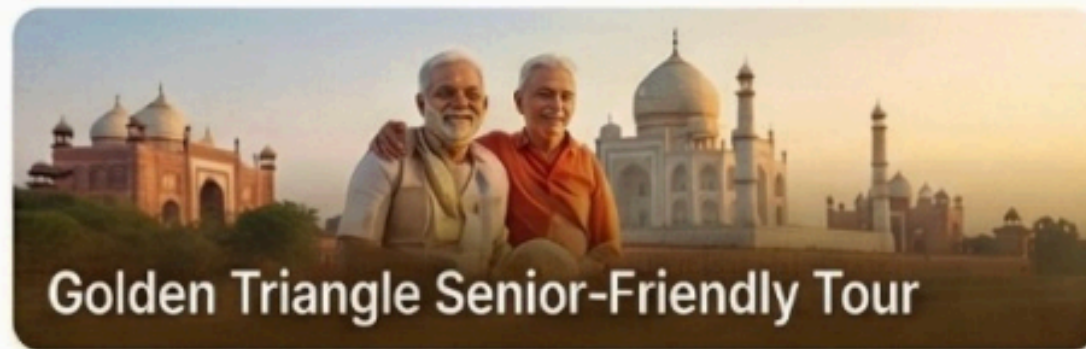
Upcoming Trips & Tours

Local City Events

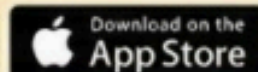
Spiritual & Wellness

Group Activities & Meetups

Seasonal Specials



Download the App



✓ Trusted by 4,000,000+ Seniors

MITRAM is a Premium Companion Network for Senior Travelers

WHAT MITRAM Is

- A trained, verified travel companion assigned to a senior for their entire journey from door to destination and back
- A medical-safety layer on top of existing travel logistics medication management, emergency response, fall prevention
- A family-facing dashboard giving NRI children real-time updates, companion credentials, and escalation contacts
- A premium MakeMyTrip product that converts a ₹15,000 trip booking into a ₹50,000 package relationship

WHAT MITRAM Is

- Not a caregiver or nursing service companions are travel facilitators, not medical staff
- Not a group tour operator MITRAM adds a personal layer on top of existing tours and routes
- Not a content or community app MITRAM monetizes service delivery, not digital engagement
- Not competing with MakeMyTrip it extends its booking into execution and care

Strategic Priorities : In Order

01

Trust Architecture

Companion vetting,
family dashboard, emergency SOP

02

Service Delivery

City pilots,
companion supply, repeat bookings

03

Scale Economics

Franchise companion
model, institutional contracts

04

Brand Monetization

Premium memberships,
NRI subscriptions, insurance

Three-Phase **Service Expansion**

MITRAM expands in three layers each building the operational and commercial foundation for the next.

PHASE 1

MITRAM Saathi

City Companion Service

- Airport + station companions
- Per-trip escort model
- Delhi NCR, Mumbai, Bengaluru first
- Trust proof + companion supply

PHASE 2

MITRAM Yatra

Pilgrimage Packages

- 5–8 day assisted pilgrimage
- Companion included in package
- Char Dham, Vaishno Devi, Tirupati
- High-repeat category + word of mouth

PHASE 3

MITRAM Prestige

Premium + NRI Membership

- Annual membership model
- International + domestic premium
- NRI-facing dashboard product
- Highest margins, highest ARPU

MITRAM Saathi

On-demand city companion for airports, stations, hospitals and intra-city senior escort.

Per-trip Pricing ₹1,800-₹3,500

2-4 hr Average Duration

City-by-city Rollout

Trust + Supply Proof

STRATEGIC OBJECTIVES

Primary Objectives

- Build companion supply pipeline city by city
- Prove NRI family willingness to pay for verified escort
- Establish trust signals vetting, video intro, insurance
- Generate first repeat booking cohorts

Primary KPIs

- Trip repeat rate $\geq 35\%$ within 90 days
- NPS ≥ 72 per cohort
- Companion utilisation ≥ 4 trips/day
- Emergency incident rate $< 0.5\%$

Service Format

SERVICE TYPE

Airport / Station Escort

Home pickup → check-in → boarding gate
→ receive at destination → hotel check-in.
Full door-to-door leg.

COMPANION PROFILE

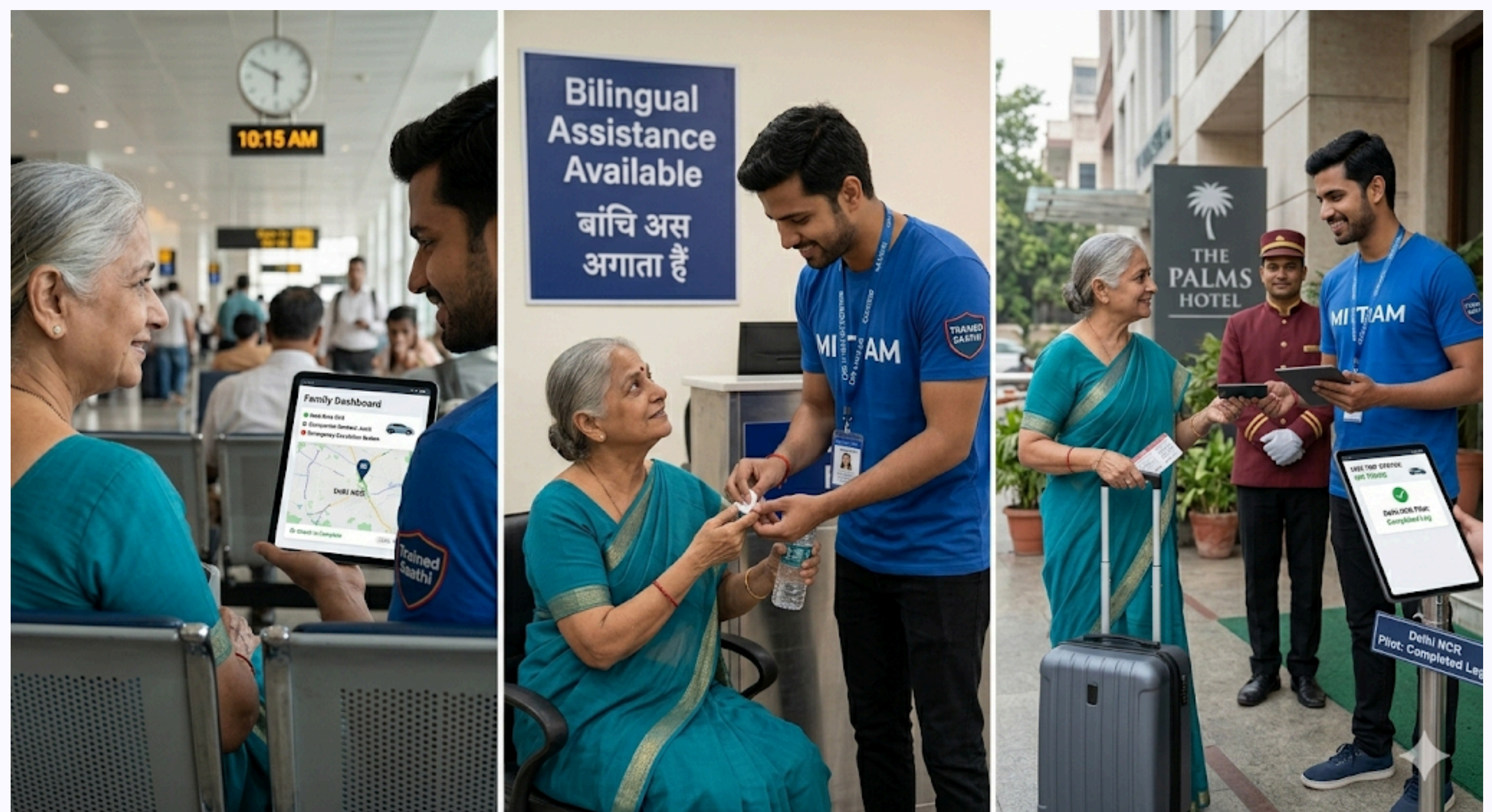
Trained Saathi

Background verified, CPR + first aid certified, language matched, age 28–45. GDA-trained or hospitality background preferred.

TECH LAYER

Family Dashboard

Real-time GPS share, milestone check-ins (departed / boarded / landed / arrived), companion contact, emergency escalation button.



Demand Assumptions : Per City (Delhi NCR Pilot)

18 Active companions at launch	4 Trips per companion per day	72 Trips per day (city)	₹2,400 Average companion fee per trip	2,160 Trips per month
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make  trip

 List Your Property
Grow your business!

 Biz Introducing myBiz
Business Travel Solution

 My Trips
Manage your bookings

 Wishlist
Save favourites

 S  INR | English 

 Flights

 Hotels

 Villas & Homestays

 Holiday Packages

 Trains

 Mitram

newly added

 Cabs

 Tours & Attractions

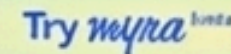
 Visa

 Cruise

new

 Forex Card & Currency

 Travel Insurance

 Try myra  Your AI Assistant for Flights & Stays 

Mitram (category extension) - Specialized Senior Care

☒ One Way

☐ Round Trip

☐ Multi City

Book International and Domestic Flights

From

Delhi

DEL, Delhi Airport India

To

Mumbai

BOM, Chhatrapati Shivaji Internation...

Departure 

30 May'26

Saturday

Return 

Tap to add a return date for bigger discounts

Travellers & Class 

1 Traveller

Economy/Premium Economy

SPECIAL FARES

Regular

Regular fares

Student

Extra discounts/baggage

Armed Forces

Up to ₹ 600 off

Have a GST number ? 

Upto 10% Extra Savings !

Senior Citizen

Up to ₹ 600 off

Doctor and Nurses

Up to ₹ 600 off

☐ Add Price Drop Protection If the price drops, we'll refund the difference. [View Details](#)



 Flight Tracker

LINE ITEM	CALCULATION	MONTHLY (₹)
Revenue : Companion Fee	2,160 trips × ₹2,400	₹51.8 lakh
Variable : Companion Payout (55%)	2,160 × ₹1,320	₹28.5 lakh
Variable : Insurance per trip	2,160 × ₹80	₹1.7 lakh
Variable : Background checks / training	Amortised	₹0.4 lakh
Fixed : City ops manager	1 FTE	₹0.7 lakh
Fixed : Companion coordinator	2 FTE	₹0.8 lakh
Fixed : Tech + platform share	MakeMyTrip infra	₹1.2 lakh
Fixed : Emergency support line	24/7 shared	₹0.3 lakh
EBITDA		₹18.2 LAKH
EBITDA Margin		35.1%

Key Insight:

Phase 1 is Trust Infrastructure, Not Just a Service



The Start : Guiding Hands



Beyond Limits : Shared Burden



Fulfillment : A Peaceful Darshan

Each Saathi trip generates a **family testimony**, a **companion rating**, and a **trust proof point**. At **2,000 completed trips** in **Delhi NCR**, **MITRAM** has a **verifiable track record** that de-risks every **Phase 2 pilgrimage booking**. **Phase 1** is the credibility foundation that makes **Phase 2's ₹35,000 pilgrimage packages** sellable.

Phase 1 : **Quarterly** Expansion Plan

QUATER	CITIES	COMPANIONS	DAILY TRIP	QUATERLY REVENUE	EBITDA
Q1 : Delhi NCR Pilot	1 city	18	72	₹1.55 Cr	₹55 lakh
Q2 : North India	3 cities	54	215	₹4.65 Cr	₹1.63 Cr
Q3 : South + West	6 cities	120	480	₹10.37 Cr	₹3.64 Cr
Q4 : Top 10 Cities	10 cities	250	1,000	₹21.6 Cr	₹7.58 Cr

Financial Model : **Monthly** Projections (Delhi NCR Pilot)

Line Item	Calculation	Monthly (₹)
Revenue : Companion Fee	2,160 trips × ₹2,400	₹51.8 lakh
Variable : Companion Payout (55%)	2,160 × ₹1,320	₹28.5 lakh
Variable : Insurance per trip	2,160 × ₹80	₹1.7 lakh
Variable : Background checks / training	Amortised	₹0.4 lakh
Fixed : City ops manager	1 FTE	₹0.7 lakh
Fixed : Companion coordinator	2 FTE	₹0.8 lakh
Fixed : Tech + platform share	MakeMyTrip infra	₹1.2 lakh
Fixed : Emergency support line	24/7 shared	₹0.3 lakh
EBITDA		₹18.2 lakh
EBITDA Margin		35.1%

Phase 1 : **Year-Wise** Outlook

YEAR	CITIES	ACTIVE COMPANION	ANNUAL TRIPS	REVENUE	EBITDA
Year 1	10	250	3.6 lakh	₹86 Cr	₹30 Cr
Year 2	20	600	8.7 lakh	₹210 Cr	₹75 Cr
Year 3	30	1,200	17.5 lakh	₹420 Cr	₹150 Cr

PHASE 2 - 2026-2027

MITRAM Yatra

End-to-end assisted pilgrimage and leisure packages with companion included sold through MakeMyTrip platform.

5-8 day packages ₹28,000 - ₹55,000

8 Pilgrimage Circuits

Companion Included

High-Repeat Category



FORMAT

PACKAGE DURATION

5 – 8 nights

Paced itinerary, rest days built in, medical-facility-adjacent stays, no rushed transfers.

GROUP SIZE

8-12 seniors

Per companion. One dedicated Saathi per 4-5 seniors for personalised care within group format.

WHAT'S INCLUDE

Full Package

Transport + hotel + companion + meals + medical kit + emergency line + family dashboard updates.

Primary Routes : Year 1 Launch Circuit

ROUTE	DURATION	PACKAGE PRICE
🏔️ Char Dham (Uttarakhand)	10 nights	₹52,000
⛰️ Vaishno Devi (Jammu)	5 nights	₹28,000
🕌 Tirupati + Rameswaram	7 nights	₹38,000
🕌 Kashi + Prayagraj + Ayodhya	6 nights	₹34,000

ROUTE	DURATION	PACKAGE PRICE
🌟 Shirdi + Nashik + Trimbak	5 nights	₹30,000
🌊 Dwarka + Somnath (Gujarat)	6 nights	₹36,000
🌴 South Temple Circuit	8 nights	₹44,000
🌸 Haridwar + Rishikesh Wellness	5 nights	₹32,000

Demand Assumptions - Per Route Per Month

6 Departures per route / month	10 Average seniors per departure	₹38,000 Average package price	600 Seniors served / month (8 routes)	₹2.28 Cr Monthly gross revenue
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Monthly Cost Structure

COST CATEGORY	DETAILS	MONTHLY (₹)
Hotel + transport (supplier cost)	₹16,000 avg per person × 600	₹96 lakh
Companion cost (2 per departure)	₹18,000 per companion × 96 trips	₹17.3 lakh
Medical kit + insurance per trip	₹800 × 600 seniors	₹4.8 lakh
Ops + route managers (FTEs)	8 route managers	₹5.6 lakh
Marketing + MMT listing fee	8% of revenue	₹18.2 lakh
Emergency fund reserve	2% of revenue	₹4.6 lakh
EBITDA		₹81.5 lakh
EBITDA Margin		35.7%

Phase 2 : **Year-Wise** Expansion



YEAR	ROUTES ACTIVE	MONTHLY SENIORS	ANNUAL REVENUE	EBITDA
Year 1	8 routes	600	₹274 Cr	₹98 Cr
Year 2	20 routes	1,800	₹820 Cr	₹295 Cr
Year 3	35 routes	3,500	₹1,596 Cr	₹574 Cr

The Pilgrimage Compounding Effect

A senior who does Vaishno Devi in January returns for Char Dham in May and recommends their daughter-in-law's parents in December. Pilgrimage is India's highest-repeat travel category one satisfied customer generates 3-4 bookings in 12 months through family referrals. This is MITRAM Yatra's organic growth engine.

PHASE 3 - 2027-2028

MITRAM Prestige

Annual membership for premium domestic + international assisted travel, with NRI-facing subscription model. Highest ARPU, strongest family stickiness.

Annual membership ₹35,000-₹1,20,000

3 trips/year included

NRI dashboard product

Premium international routes

MEMBERSHIP TIERS

PRESTIGE SILVER

₹35,000

/year

- ✓ 2 domestic Yatra trips
- ✓ Airport Saathi (4 legs/year)
- ✓ Family dashboard access
- ✓ 24/7 helpline

PRESTIGE GOOD

₹65,000

/year

- ✓ 3 domestic Yatra trips
- ✓ Airport Saathi (6 legs/year)
- ✓ Dedicated companion match
- ✓ Medical escort upgrade

PRESTIGE PLATINUM

₹1,20,000

/year

- ✓ 2 international + 2 domestic
- ✓ Unlimited Saathi access
- ✓ Geriatric travel nurse option
- ✓ Med-evac insurance included
- ✓ Concierge + NRI WhatsApp direct

Demand Assumptions - Year 1

2,000 Silver members	800 Gold members	200 Platinum members	₹57,000 Blended avg membership fee	₹171 Cr Annual membership revenue
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Phase 3 : Year-Wise Expansion

YEAR	TOTAL MEMBERS	AVG FEE	MEMBERSHIP REVENUE	TOTAL REVENUE (INCL. TRIPS)	EBITDA
Year 1	3,000	₹57,000	₹171 Cr	₹220 Cr	₹88 Cr
Year 2	9,000	₹60,000	₹540 Cr	₹695 Cr	₹280 Cr
Year 3	20,000	₹62,000	₹1,240 Cr	₹1,595 Cr	₹640 Cr

MITRAM : 3-Year P&L Across All Phases

PHASE	PRODUCT	YEAR 1	YEAR 2	YEAR 3
Phase 1	MITRAM Saathi (Companion trips)	₹86 Cr	₹210 Cr	₹420 Cr
Phase 2	MITRAM Yatra (Pilgrimage packages)	₹274 Cr	₹820 Cr	₹1,596 Cr
Phase 3	MITRAM Prestige (Memberships)	₹220 Cr	₹695 Cr	₹1,595 Cr
Total Revenue		₹580 Cr	₹1,725 Cr	₹3,611 Cr
Total EBITDA		₹216 Cr (37%)	₹650 Cr (38%)	₹1,364 Cr (38%)
MMT Revenue Contribution		6% of MMT TTM	~18% uplift	New vertical at scale

Why These Numbers Are Conservative

These projections assume zero MakeMyTrip cross-sell leverage no push notifications to existing senior bookers, no embedded upsell at checkout, no loyalty points integration. With MakeMyTrip's 70%+ hotel search dominance and its existing pilgrimage package customers, Phase 2 ramp should be 2× faster than modelled here. The conservative build is the floor, not the ceiling.

Building **India's First Geriatric** Travel Companion Pipeline

Who MITRAM Hires ?

- **GDA (General Duty Assistant)** certified caregivers seeking **higher-income travel** roles
- **Retired hospitality professionals** from hotel/airline industry (40–55 age band)
- **Nursing graduates** seeking flexible, premium-paid roles
- **Ex-IRCTC or Thomas Cook tour escorts** with senior travel experience
- **Language-matched candidates** for regional routes (Tamil, Bengali, Gujarati)

MITRAM Training Curriculum ?

- CPR, first aid, and basic **vital sign monitoring** (16 hours)
- **Polypharmacy management** - 8+ medications, time-zone protocols
- **Dignity and communication** - never caregiver framing, always saathi
- **Airport + station navigation, wheelchair coordination**, airline protocols
- **NRI family communication** - dashboard updates, language, video call etiquette
- **Emergency escalation drills** - cardiac, fall, diabetic episode scenarios

Companion Economics

₹1,320

Per-trip companion payout
(Saathi)

₹18,000

Per-trip companion payout
(Yatra, 7-day)

₹55,000

Estimated monthly income
(active companion)

3–4×

vs elder care home pay —
strong supply pull

The **Four Non-Negotiables**

Before MITRAM Serves Its First Senior

Companion Verification

Police verification, aadhaar-linked ID, medical training certificate, past employer reference check, video introduction shared with family before every trip. Non-negotiable from Day 1.

Family Dashboard

Real-time GPS of companion + senior. Automated milestone notifications (departed / boarded / arrived / checked-in). Emergency contact button. English + Hindi + regional language support for NRI families.

Medical Protocol

Pre-trip health intake form. Medication schedule documented and carried. Emergency hospital tie-ups on every MITRAM route. Med-evac insurance bundled into every Yatra and Prestige package.

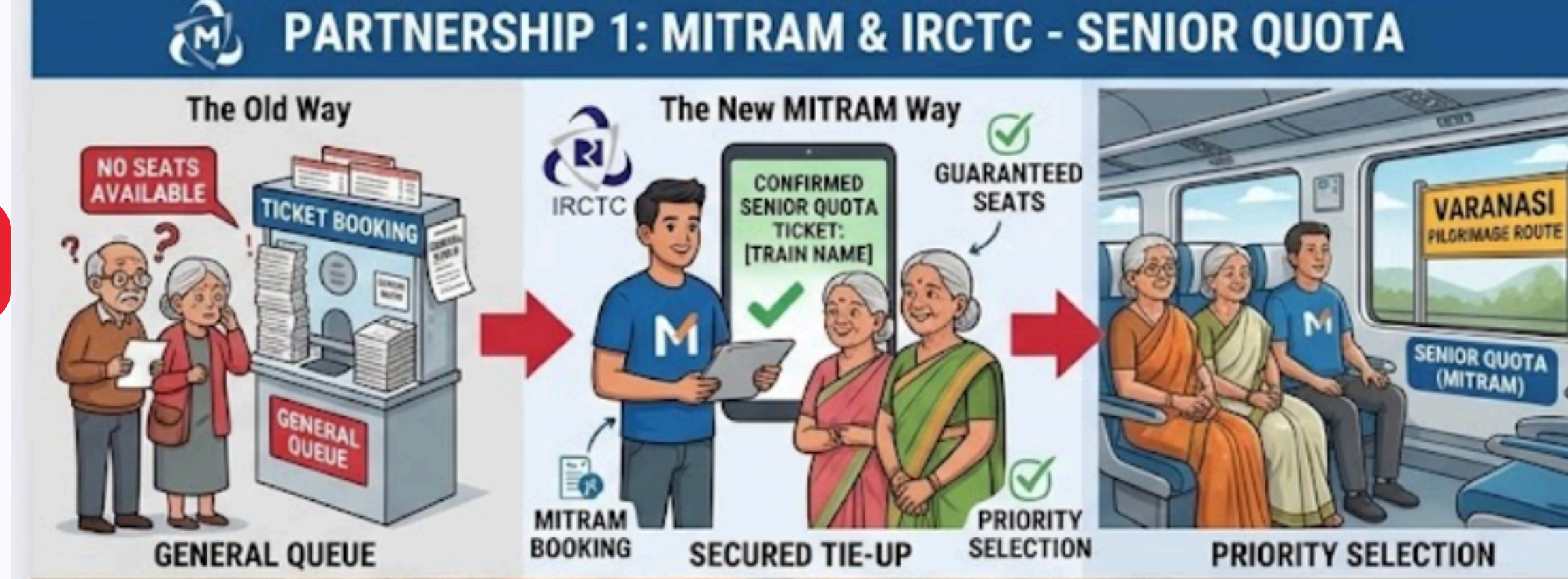
24/7 Escalation Line

Dedicated local phone line + route operations manager assigned to each active trip. Response SLA: 3 minutes. Family notified within 5 minutes of any incident. Refund and complaint resolution within 24 hours.

Compliance by Design

Preferred Route Strategy

- Partner with **IRCTC** for **railway senior quota** tie-up on pilgrimage routes
- Work with temple boards (TTD Tirupati, Char Dham Devasthanam Board) for **priority senior access**
- Airline partnerships with **IndiGo + Air India** for **pre-arranged wheelchair + boarding priority**
- **IRDAI-compliant travel insurance** bundled in every package not optional, not afterthought



Legal & Liability Framework

- Clear T&Cs : **companion role** defined as facilitation, not medical responsibility
- **Contingency fund** = **3%** of gross bookings ring-fenced from **Day 1**
- Supplier **SLAs** with **escrow payment** : one **agent fraud** cannot cascade
- **Consumer protection compliance** : full refund within **48 hours** for **supplier failure**

MMT **Integration** Advantages

What MITRAM Gets for Free from MMT ?

- Distribution to 60M+ active MMT users senior travellers already on platform
- Hotel and transport inventory no supplier sourcing needed for Yatra packages
- Payment gateway, refund processing, insurance checkout embed
- Brand trust seniors and families already trust MakeMyTrip for booking
- Data on existing senior traveller booking patterns on pilgrimage routes

What MITRAM Adds to MMT ?

- 2–3× higher package revenue per senior booking vs standalone flight/hotel
- Recurring annual membership revenue stream not transactional
- NRI international payment volume (dollars, pounds, dirhams)
- Category differentiation vs Ixigo, EaseMyTrip, Yatra in premium senior segment
- High-NPS word-of-mouth from the most referral-active demographic in India

Saathi Dashboard Prototype

Trip briefing, senior health notes, medication schedule, emergency contacts, GPS check-in, incident reporting, family update push. Built on MMT’s existing ops tech stack.

Every screen in the Saathi Dashboard is there here’s what’s built into the single scrollable phone:

Status bar + active trip header companion’s name, day counter, ACTIVE TRIP badge in gold
Trip briefing tour name, date, group size, live route tracker showing current stop (Madhuban highlighted)

Senior assigned : Mr. Ramesh Jain, age, home city, NRI contact (son in Dubai), medical conditions as color-coded tags (BP, diabetes, wheelchair optional, Jain satvik)

Health vitals : BP, blood sugar, temperature, pulse each with a status label (normal / monitor closely)

Medication schedule : 3 medicines with time, dose, and tick/untick checkboxes. Morning and afternoon doses checked ✓, evening dose pending with red alert

GPS check-in : animated live pulse on a map tile, current location (Tonk 4 — Ajitnath Temple), timestamp, Check In button

Trip milestones : 4 progress buttons (Departed / Checked In / Trek Start / Returned) - first three active in maroon

Family update push : pre-written WhatsApp message ready to send to Arjun in Dubai with one tap

Emergency panel : Medical SOS (red) and Call Doctor (blue)

Bottom nav : Dashboard, Senior, GPS, Meds, SOS

Web-first (desktop for NRI access). Real-time trip status, companion credentials, milestone notifications, emergency button. USD / GBP / AED payment gateway.

Here’s what’s live and interactive:

Live trip status : 6-milestone timeline showing Mr. Ramesh’s full journey from Delhi departure to the current active stop (Tonk 4 - Ajitnath Temple), with estimated upcoming milestones greyed out

Health vitals : BP, blood sugar, temperature, pulse all with timestamps and status labels (monitor/normal)

Photos from Saathi : 5 photo tiles with "New" badges, 12 more indicator

Emergency SOS : red card at the top of the right column, always visible triggers MITRAM ops + on-call doctor

Companion credentials : Priya Sharma’s card with verification badges (CPR, First Aid, Police verified), 4.9 rating from 142 trips, direct call button

Payment gateway : fully interactive click AED / USD / GBP / CAD and all the numbers update in real time. Shows package total, paid so far, processing fee, and due amount in the selected currency. Pay securely button with PCI DSS badge

Notifications feed : 5 chronological updates (vitals check, photo at Tonk 4, medication given, trek started, checked in)

Top bar : always shows "Dad is safe · Tonk 4" live status and the Emergency SOS button no matter which tab we’re on

The **30-Person** Core Team to Launch Phase 1 + 2

LEADERSHIP

Business Head

- MITRAM CEO / BU Head (1)
- City Operations Heads (3)
- Head of Companion Training (1)
- Head of NRI / Family Relations (1)

PRODUCT & TECH

Build Team

- Product Manager - Senior UX (1)
- Product Manager - Ops Tech (1)
- Engineers (4)
- UX / Design (2)
- Data & Analytics (2)

OPERATIONS

Ground Team

- Route Managers - Yatra (8)
- Companion Coordinators (4)
- Emergency Response Lead (1)
- 24/7 Support Staff (3)

Not Travel for Seniors Freedom Because You Are Cared For

MITRAM Sells ?

- Peace of mind for the family, not just the senior
- Dignity the companion is a Saathi, never a nurse
- Confidence to travel despite age-related hesitation
- Reliability the same quality on trip 5 as trip 1

MITRAM Does Not Sell ?

- Gourmet or luxury travel experiences
- Adventure or "you're still young" messaging
- Medical or clinical positioning
- Budget or mass-market pricing

You spent a lifetime making sure everyone else was safe. Now it's your turn. MITRAM walks beside you — so the journey is yours, the worry is ours.

Target Segments : **Priority** Order

Segment	Profile	What They Buy	Why They Pay
NRI Family	Child aged 30–50, parent aged 65–80 in India	Prestige Gold / Platinum membership	Guilt + distance + inability to be present
Urban Senior : Pilgrim	65–75, pension income, devout	MITRAM Yatra packages	Wants to do Char Dham, fears doing it alone
Adult Child : Domestic	Child aged 35–55 in same city	Saathi airport escort + Yatra	Can't take leave. Needs someone accountable.
Senior Solo Traveller	68–78, mobile but anxious	Saathi per trip	Wants to travel, family won't let them go alone

Three Phase Go-To-Market

Phase 1 GTM

Trust GTM

- RWA and housing society pilots in Delhi NCR and Mumbai
- Corporate retiree programmes — BHEL, ONGC, bank pensioners
- Offline: MakeMyTrip travel agent network briefings
- Online: MMT Senior tab launch + WhatsApp referral chain

Phase 2 GTM

Pilgrimage GTM

- Temple board tie-ups TTD, Vaishno Devi Shrine Board
- Testimonial videos from completed Char Dham trips
- MMT homepage seasonal placement Navratri, Diwali, Makar Sankranti
- NRI digital: Google + Meta ads targeting Indian diaspora in US/UK/UAE

Phase 3 GTM

Membership GTM

- MMT loyalty integration existing My Rewards programme
- NRI diaspora events in Singapore, Dubai, London, New York
- Corporate gifting Prestige Silver as retirement gift packages
- Insurance cross-sell with HDFC Ergo / Tata AIG at MMT checkout

MITRAM's Actual Competition

Competitor	What They Offer	Why They're Not MITRAM
KareVoyage	Premium comfort group tours 50+	No companion, no care protocol, no family dashboard. Comfort, not safety.
SeniorWorld	Adventure + leisure travel	Active seniors only. No assisted travel layer. No medical support.
Thomas Cook / SOTC	Pilgrimage group packages	Volume tours, zero individual care. Medical emergency = passenger abandoned.
Emoha / Antara	Home elder care	Service stops at the front door. Not travel-ready.
EaseMyTrip / Ixigo	OTA booking platforms	No senior-specific service layer. Booking only, no execution.
MITRAM on MMT	Premium care companion + booking + family dashboard	The only product combining all three. Unclaimed category.

Real Competition Is Not Another Company

MITRAM's real competition is the status quo senior travellers not going at all, adult children saying "let's wait until I can come with you," and families booking Thomas Cook tours knowing they're inadequate but having no better option. MITRAM isn't taking market share. It's creating a market that currently does not exist in organised form.

FUNDING ASK

₹27.8 Crore to Build Phase 1 + Phase 2

Category	Amount	Purpose
Companion Training & Supply	₹4.2 Cr	Curriculum design, 250 companion certifications, background verification infrastructure, training centres in 3 cities
Technology & Product	₹6.8 Cr	Saathi app, family NRI dashboard, MMT integration build, booking engine, GPS + incident reporting layer
City Operations - Phase 1	₹5.4 Cr	City operations teams (10 cities), emergency support line, 24/7 ops infrastructure, lease deposits
Yatra Route Setup - Phase 2	₹4.6 Cr	Hotel SLAs, transport contracts, temple board tie-ups, route manager salaries, first 90-day working capital
Marketing & Brand Launch	₹3.2 Cr	NRI digital acquisition (Meta/Google), RWA pilots, MMT co-marketing, testimonial content production
Insurance & Legal	₹2.2 Cr	Med-evac insurance tie-up setup, IRDAI compliance, T&C framework, consumer protection fund
Central Team & Leadership	₹1.0 Cr	Founder + BU head + heads of companion, NRI relations, ops first 12-month runway
Ops Buffer + Contingency	₹0.4 Cr	Emergency refund reserve, supplier failure buffer
Total Ask	₹27.8 Crore	18-month runway to Phase 1 breakeven and Phase 2 launch

Breakeven Timeline

Month 7

Phase 1 single-city EBITDA positive

Month 14

Phase 1 (10 cities) fully self-funding

Month 18

Phase 2 Yatra launched, routes proven

Month 24

Phase 3 memberships open to existing cohorts

Year 3

₹3,600+ Cr revenue, 38% EBITDA — standalone vertical

What Families **Actually Buy**

*Seniors don't buy travel. They buy **permission to travel** the reassurance that someone competent is beside them, and the confidence that their family has already approved it.*

The Senior Wants

To go on the Char Dham yatra they've been delaying for 10 years. They want to feel like a traveller, not a patient. Dignity over assistance.

The Family Needs

To know someone competent is accountable for their parent's safety. Real-time updates. A name and face they can call. Not a toll-free number.

The NRI Child Pays For

Peace of mind from 10,000 km away. Not guilt management. Active proof that they are doing right by their parents. Receipts they can show themselves.

MITRAM Is MakeMyTrip's Next ₹3,600 Crore Vertical

India's senior travel market is structurally growing, emotionally loaded, and commercially vacant at the premium care end. MakeMyTrip already owns the distribution infrastructure, the brand trust, and the senior booking data. MITRAM converts that passive infrastructure into an active, premium, recurring service business. The category does not exist at scale. The demand is proven. The supply is buildable. The window is open but not forever.

MITRAM's Strategy Progresses in Three Layers



Phase 1

City companion infrastructure,
trust proof and supply pipeline



Phase 2

Pilgrimage packages, repeat
bookings, word of mouth and
margins



Phase 3

Premium membership and NRI
subscription, highest ARPU and
LTV

The model prioritises: **Operational trust first · Pilgrimage volume second · Membership ARPU third.**
Long-term vision: Build India's most trusted senior travel companion network — anchored in MakeMyTrip,
owned by MITRAM.



THANK YOU



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