

## TripMela.com Enters into Strategic Partnership with TravelLab, A Leading European Travel Search Company

TripMela.com, India's best source for online travel specials, announced that it has entered into a strategic partnership with TravelLab, one of Europe's leading meta search companies, to launch a travel metasearch tool focusing on the Indian travel market. The new functionality, which consumers will soon be able to access on TripMela's website, will allow consumers to search multiple airlines and online travel agencies with just one click.

TripMela will continue to offer a daily selection of great travel deals for India as well as its famous Top 10 Best Deals weekly newsletter. Thousands of travellers in India have already signed up to receive this free weekly newsletter.

In addition, TripMela's visitors will soon be able to use TravelLab's unique metasearch technology to find the best airfares without having to visit multiple websites.

Online travel agencies and airlines also benefit from working with TripMela and TravelLab. Agencies and airlines will enjoy lower distribution costs because consumers book directly on their website --their lowest cost sales channel. And by bringing new consumers directly to travel suppliers, TripMela helps suppliers to develop closer relationships directly with their customers.

'We are certain that our price-savvy customers will be thrilled with the selection of low fares they'll find with the new airfare meta-search functionality on TripMela.com,' said Jared Blank, CEO of TripMela.com. 'Our online travel agency partners have been extremely pleased with the number and quality of customers they've gained from working with TripMela.com. This new tool will drive even more qualified customers directly to the travel agency websites.'

Marcus Nyman, CEO of TravelLab, added, 'We are delighted to announce this partnership with TripMela as it will allow India's travelers to enjoy TravelLab's unique metasearch technology to compare airfares quickly and easily, just as our users have been doing throughout [Europe](#) and South Africa.'

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

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