

**Hughes Air Deccan Alliance**

**E-Ticketing: Air Travel**

**Service Guide**

HughesNet 

FUSION CENTER

# Market Facts

- 70% of online transactions in India (about Rs.1120 Cr) are for travel
- Out of 200 million Indians who are going to travel this year about 16 million will fly domestically
- Air Deccan sells 7,000 tickets a month across 100 centers of Reliance.
- A Fusion center in Ahmednagar (no Air connectivity) sells twenty- five tickets on a monthly basis without any support from either Hughes or Air Deccan.
- Other fusion centers who have taken the service earlier also have similar figures
- The market for e-ticketing for the airline industry alone estimated at Rs 400 crore per annum
- 30% of all people who will fly Air Deccan (4 million people are expected to fly Air Deccan) this year will be first time air travelers

# HUGHES - Air Deccan Alliance

- Hughes will be appointed as agents for Air Deccan
- Hughes Fusion Centers will be allowed to become subagents of Air Deccan.
- The centers will be able to book, cancel or reschedule tickets for Air Deccan
- The franchisees will also be eligible for promotions and schemes including Air Deccan schemes and promotions and joint Hughes- Air Deccan promotions

# Service Descriptions

- Tickets will be booked on [www.airdeccan.net](http://www.airdeccan.net)
- List of cities where Air Deccan has a service is list given at <http://www.airdeccan.net/air/CurrentSchedule.asp>
- The procedure to subscribe to the service is given below

# Pre-requisites for initiating the Service by Franchisee

- The AST is commissioned and Functional
- The center is registered with Hughes and with Air Deccan for offering the service
- Cash balance with Hughes available for transfer to Air Deccan for carrying out transactions
- The Franchisee knows how to use the AST
- the Franchisee knows his Air Deccan login Id and Password to be used for doing transactions
- The Franchisee knows how to book, cancel or reschedule tickets
- The Franchisee knows his service obligations

# Initiating the Service by a Franchisee

- Register the Fusion Center as agent for Air Deccan, by download Registration Form from Intranet, Fill it and send to Mr. Rishi Raj, Fulfillment, Hughes.
- Hughes will register the Fusion center with Air Deccan
- Fusion center to receive Air Deccan login ID and password
- The franchisee to be trained on the service
- Transfer cash to Hughes for uploading of booking limits to Franchisee accounts
- Ensure adequate balance in account at all times by regular updating

# Steps to Start the Service

- Go to [intranet.dwfusion.com](http://intranet.dwfusion.com) and download the registration forms
- Fill in the details matching that of the Agreement signed with Hughes
- Make an initial draft in the name of Hughes Escorts Communications Limited, New Delhi for an amount of Rs. 10,160/- only.
- The form should reach us by the 10th of April 2006.

# Hughes Responsibility

- Hughes will co-ordinate with Air Deccan and provide assistance to franchisee in enabling him to book tickets over Air Deccan.
- Expense towards Promotions will be undertaken by the Franchisee. Advertisement costs and other promotional offers will be as worked out with Air Deccan.
- Hughes will promote the service in common materials, through its website, PR etc.
- Hughes is not charging its customary 50% of Revenue Share for an e-commerce service

# Franchisee Return

- A Franchisee booking an average of 25 tickets are month with average ticket price of Rs. 4000/-
- Total Ticket sales from Franchisee Center =  $4000 \times 25 = \text{Rs. } 100,000$
- 5% Service Charge Earned = Rs. 5,000/-
- Less: 1.6% paid to Hughes = Rs. 1600/-
- Total Earnings: Rs. 3,400/-
- Service tax component of 0.6% is included in the recovery

# Franchisee Best Practices

- Ensure that Login id and password are not shared with anyone
- Ensure that your account has at least Rs. 20,000/- in it.
- Open Special CAB Hughes A/C with ICICI Bank for regular transfer.
- Have sufficient balance in account for one weeks business
- Provide good and prompt service to customers
- Understand the various routes available with Air Deccan

# Franchisee Best Practices

- Don't use customer credit cards for making payments as the transaction fee will be paid to the credit card
- Advisable to use agency account instead of credit cards as cash reversal is easier than credit cards and allows for faster credits back to you
- Service tax is to be recovered from the customer

# Promoting the Service

- Low cost carriers will offer almost the same fare as second AC rail fare provided the booking is done 30 days in advance. Educate rail travelers, its an easy way to travel
- Identify select group of people who travel frequently
- Talk to corporate, clubs, hotels within your immediate vicinity and make the service available to them
- For further promotions from Air Deccan, send request to [nanand@hughes-ecomm.com](mailto:nanand@hughes-ecomm.com)



**Thank You**

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