

Today a sea of companies offer users the facility to make hotel reservations worldwide at the click of a button. Undoubtedly, the competition is intense in this arena where every player is vying for users. And it is in the midst of this melee; there is a company that is trying to make a difference. RoomsXpert, a B2B travel website, is steadily carving a niche for itself in a market that is filled to the brim with myriad contenders offering practically the same services gift-wrapped in seemingly 'unique' services. The website provides its users the option to book hotel rooms in 85,700 cities in 190 countries across the globe. And don't be so quick to write it off as just another travel reservations website.

RoomsXpert actually serves as an aggregator that offers a simple and straightforward hotel reservation system. But that's not the only manifestation of its endeavour to offer distinctive services: the platform also promises the most affordable and economical options in the market. Its founder, Rahul Chauhan, explains the central idea behind his enterprise was to give users a choice to select a hotel that suits all their needs from among an abundance of properties. And he also says the properties they offer won't burn a hole in users' pockets.

It's a tough job, especially considering the intense competition in this market and the presence of a horde of bigwigs. Then there's also the fact that it is a cash-intense sector. So how did RoomsXpert take off in a market that tends to have as many issues as opportunities? Rahul, beaming with pride, said RoomsXpert had been a self-funded business so far and he would love to keep it that way. However, he clarifies the company isn't averse to the idea of raising capital. But let's be honest, it is indeed an achievement to run a self-funded business for a man from a background as humble as his: he comes from a modest service class family.

He also had no prior experience of running a business on his own before he started on the road to becoming an entrepreneur a few years ago. Despite that, Rahul was keen to make it on his own in the business world. He started off with an ice-cream parlor called C-Lounge that ceased operations after a year. Rahul's second venture was an Amul franchise store, DS Retail, that he set up soon after he shuttered C-Lounge. Eventually, the store's management was transferred to a third party. But Rahul wasn't done just yet; moved by his entrepreneurial dreams, he set up his third innings in the entrepreneurial world in 2014 a.k.a. RoomsXpert.com.

And despite the lack of external funding, RoomsXpert is flourishing and how? Rahul says the lack of capital sourced from third parties has never been a problem. How? He says it was simple -- they made sure they remained focused on augmenting their customer base, which indirectly keeps the company from feeling the monetary pinch. RoomsXpert has done fairly well since it was founded. So, it leads us to yet another pertinent question in the business world: what's the company's revenue model? Rahul explains RoomsXpert is based on a transaction-based model. And this is why, he adds, that the company continually endeavors to increase

## FUNDING AN ENTREPRENEUR'S DREAM:

### RoomsXpert.com



its volumes so as to increase its revenue consequently. Today, the company that started life as a hotel booking website that serviced retail customers in Africa has grown into a platform that offers over 10 lakh hotel options in 85,700 cities in 190 countries around the world, thanks to its tie-ups with various B2B and B2C companies.

And that's not all; the RoomsXpert service also guarantees that its users are able to save at least 30 percent, if not more, in their annual hotel costs. What's next? Well, Rahul says the RoomsXpert team is currently working on the possibility of displaying tax inclusive rates on the website that will allow users to see the total price right there instead of having to wait till they navigate to the final booking page.

RoomsXpert has undoubtedly managed to make space for itself in a relentlessly aggressive industry. Rahul is confident that even though the company has experienced immense the growth in a rather short span of time, it still has so much more to offer.