



The Travel
Craftsman

We Craft Journeys

INVESTOR PRESENTATION

Seed round • ₹2 crore

Handcrafted travel. Built to scale.

Premium travel is moving from packages to personal advisory

The Travel Craftsman combines destination expertise, transparent economics and high-touch service—then uses technology to scale the experience.

98%

repeat customer rate

80%

business from referrals

4.9★

Google rating

THE INVESTMENT THESIS

A trusted premium brand built on repeat relationships—not one-off transactions.

Founded 2018

ISO 9001:2015 certified

Ministry of Tourism recognized

Travellers want expertise and confidence—not another generic package

INDUSTRY FRICTION

- **Generic by default**

Standardized packages leave little room for individual preferences.

- **Fragmented experience**

Planning, destination knowledge and post-booking support vary widely.

- **Transaction over trust**

The category often underinvests in relationships and lifetime value.

A growing premium segment is seeking handcrafted, experiential holidays—with transparent advice and dependable support.

Rising leisure spend

Affluent emerging cities

AI-enabled advisory

Indore is the launchpad for a model designed to travel further.

A travel designer stays with the customer from first idea to return



01 Discover

Preferences, budget, interests and expectations

02 Design

Destination-specialist, tailor-made itineraries

03 Refine

Collaborative revisions until the journey fits

04 Deliver

Transparent booking and 24×7 end-to-end support

Every journey feels made, not manufactured.

01

Destination expertise

Dedicated designers specialize in the places they recommend.

02

Radical transparency

Detailed quotations, clear fees and no hidden charges.

03

Always-on care

Support before, during and after travel builds peace of mind.

04

Smarter operations

AI improves personalization, speed and operational consistency.

Two entry paths serve different levels of planning complexity

FRictionless ENTRY

Traditional booking

- 2 complimentary customized itineraries
- All-inclusive transparent pricing
- Minor refinements included
- Consultation fee adjusts against a booking

PREMIUM CONSULTATION

Professional advisory

- Travel Design Fee paid upfront
- Supplier pricing and advisory fee separated
- Up to 5 itinerary concepts with refinements
- Fee retained as future Travel Credit

Early traction is relationship-led and capital-efficient

100+

elite travellers served

40+

destinations curated

98%

repeat customers

80%

business via referrals

15%

average earning per booking

The current model is built around high-intent customers, strong service recovery and repeatable referrals—an attractive base for disciplined expansion.

Trust is reinforced at every layer of the operating model

- | | | |
|---|--------------------|---|
| 1 | Credentials | ISO 9001:2015 certification and Ministry of Tourism recognition |
| 2 | Talent | Qualified tourism professionals and destination specialists |
| 3 | Product | Handcrafted itineraries with transparent professional advisory |
| 4 | Service | 24×7 support and a relationship-driven client experience |
| 5 | Technology | AI-powered planning, CRM and operational automation |



Acquire with intent, retain with relationships, expand through partnerships

01

Demand capture

SEO, specialized digital marketing and social/UGC content

02

Trust at scale

Creators, referrals, loyalty and personalized lifecycle engagement

03

Premium access

Corporate outreach, roadshows, exhibitions and elite networks

04

Partner distribution

Real estate, automobile, technology parks and industry platforms

05

Geographic expansion

A measured market-development playbook led from central India



Domain depth across travel, operations, technology and brand.

Ram Shivhare

Founder & Managing Director

10+ years • Tourism sales & marketing

Shashi Bhushan Sinha

Chief Technology Officer

15+ years • Technology & transformation

Neha Shivhare

Co-Founder & CEO

10+ years • HR, projects & administration

Jyoti Mishra

Creative Design Lead

7+ years • Visual design & marketing

₹2 crore seed funding to build the engine for expansion

₹2 CR

Seed funding ask

Use of funds

Growth, market expansion and scalable travel operations.

Talent acquisition

₹90L

Marketing & brand

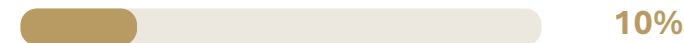
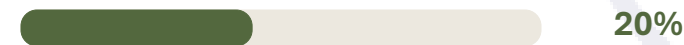
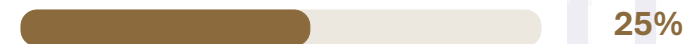
₹50L

Working capital

₹40L

Technology & AI

₹20L



Risk factor: Low (company assessment)

VISION 2030

Build India's most trusted premium travel company.

₹100 Cr

turnover ambition

98%

retention ambition

Indore + Bhopal

destination experience centres

MP + Chhattisgarh

priority market focus

Let's craft the next chapter.

