

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

MakeMyTrip Introduction

Nurtured from the seed of a single great idea - to empower the traveler - MakeMyTrip is a pioneer in India's online travel industry. Founded in the year 2000, MakeMyTrip came to life to empower the Indian traveler with instant bookings and comprehensive choices. The company initiated its journey serving the US-India travel market offering a range of best-value products and services powered by technology and round-the-clock customer support.

Enterprise Channel – Certified Travel Associate (CTA)

Enterprise channel is a brilliant opportunity for people who have passion for travel and would like to be a micro-entrepreneur in travel domain. It's very easy and exciting to be a part of this unit.

You can enroll yourself for this program by paying a nominal enrollment fees. The enrolled member is trained and certified as a CTA - Certified Travel Associate. The CTA is enabled with an online booking and engagement/learning tool for selling travel products viz. flights, hotels, cabs, bus tickets and holiday packages anywhere in India or abroad, through one's personal & professional network. In return they can earn attractive payouts, benefits and reward & recognition. What's more, it's an opportunity to be associated with one of the country's leading travel brand!

What all you can sell?

A CTA is permitted to sell Hotels, Flights, Car, Bus and Holiday packages to their knowns. Understanding the complexity we would be providing an additional sales support to sell holiday packages for the initial period of 6- 9 Months of joining. Hence it is advisable to generate and share holiday package queries on your login tool. Once confident, CTA can be permitted to book Holiday packages directly on the online tool.

What a Certified Travel Associate (CTA) needs to do?

- Understand and learn Travel basics and identify the target market for himself
- Advise and sell travel products to his/ her knowns, understanding their travel needs. Communicate MMT offers and deals with his/her network
- Generate Holiday Package queries and submit on your login tool for processing
- Be participative on CTA booking tool, engagement/ learning tool and social media platforms
- To inform/ update/ apprise MMT on any relevant/ business impacting information of the customer
- To inform/ apprise MMT on any new avenues or product available in local market

Who should be a Certified Travel Associate (CTA)

People,

- Who have aspirations and enterprising skills
- Who are passionate about travel and understand travel requirements
- Who are active on Social media and can connect with people
- Who enjoy speaking to various people and have high enthusiasm to be a winner
- Who are explorers

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

Benefits of becoming a Certified Travel Associate (CTA)

- Attractive earning opportunity and benefits
- Reward & Recognition
- Exciting travel deals and offers for your personal travel
- A great opportunity to partner with the No. 1 brand in the travel space & build social status

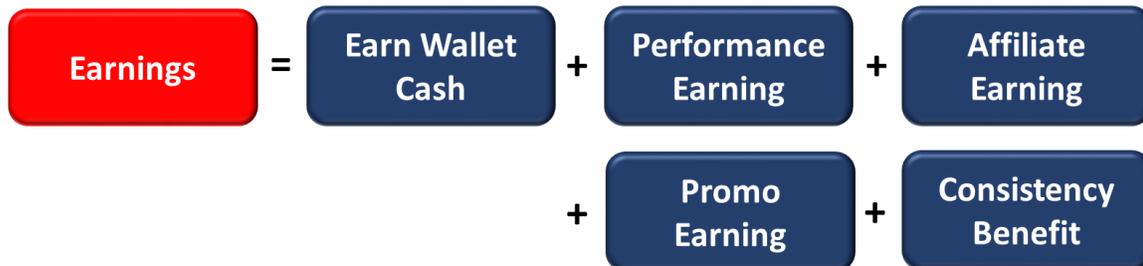
How to do it:

There are three simple steps to be a CTA in enterprise Channel.



What are the Earnings and Benefits?

There are 5 key earnings and benefits which are given in this program



- All the earnings would be calculated on monthly basis as points
- Point redemption would be at **1 POINT = 1 INR ***
- Earning Pay-outs would be remitted online post TDS as per Govt. norms
- TDS certificate would be shared quarterly on registered Email ID
- Reward & Recognition earning would also be disbursed post deducting applicable taxes

1. Earn Wallet Cash

- A member can enrol and become a CTA by paying enrolment fee. Enrolment fee should not be paid in cash
- Fee can be paid basis the membership type (Silver, Gold or Platinum) you intend to take
- Enrolment fees is valid for 1 year from date of joining
- Enrolment would be auto-renewed free of cost if CTA does more than 12 transactions in previous year
- You cannot switch your membership type (Silver, Gold or Platinum) post enrolment
- Cashback as wallet cash benefit is given basis the membership type chosen by you. Only Holidays, Hotels and Flights will qualify as transactions for Wallet cash Benefit
- Wallet cash can be used only on MMT product
- Wallet cash should be earned and utilized within 6 months of joining date

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

Below are the membership types:

Membership Type		Platinum	Gold	Silver
Membership Fee		1999	999	499
Transactions to be done for cashback				
Wallet Cash	3	1000	1000	Nil
	6	2000	1000	
	10	2000	1000	
Total Cashback		5000	3000	
Total Benefit		3001	2001	

For E.g. In platinum membership the CTA would be getting wallet cash of INR 1K, 2K, 2K post 3rd, 6th and 10th Transactions respectively. In case of silver membership there is no wallet cash

2. Performance Earning

- Performance earning is based on the Total Sales Value(what customer pays) for a month
- The transactions are classified as holidays package and other products (Flight, Hotels, Cab and Bus)
- The Total Sales Value of Holiday packages decides earnings on other products. To simplify it categorised as Holiday Stars
- Earning can be redeemed as cash or as gift vouchers

Holiday Total Sale Value	Star Category	Earning – Holidays (On Sale Value)	Earning - Other Products (On Sale Value up to 10 Lacs)
0 to 1,00,000	1 Holiday Star	1%	1%
1,00,001 to 2,00,000	2 Holiday Stars	2%	2%
2,00,001 to 3,00,000	3 Holiday Stars	3%	3%
3,00,001 to 4,00,000	4 Holiday Stars	4%	4%
4,00,001 to 5,00,000	5 Holiday Stars	5%	5%
5,00,001 to 6,00,000	6 Holiday Stars	5%	6%
6,00,001 to 7,00,000	7 Holiday Stars	5%	7%
7,00,001 to 8,00,000	8 Holiday Stars	5%	8%
8,00,001 to 9,00,000	9 Holiday Stars	5%	9%
9,00,001 and above	10 Holiday Stars	5%	10%

*Total Sale Value - What customer pays

- For Eg. if a CTA does Holidays package total sales value of INR 6.5 Lacs, the earning would be 5% on Holidays and 7% on other products. Similarly if a CTA reaches 10 Holiday stars, the earning would be 5% on Holiday package Total sales value and 10% on other products
- In all scenarios, if other product Total Sales Value goes above 10 Lacs, the earning would be 2% on excess value above 10 lacs

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

Eg.1 Performance earning - let's assume below is the total sales value booked under Holiday package and other products:

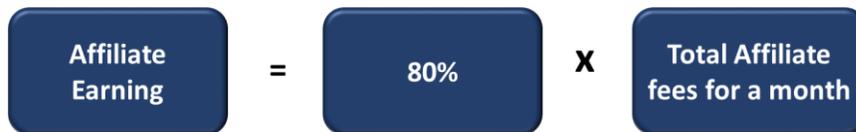
Monthly Booking	Type of booking	Booking details	Total Sales value
1	Holiday Package	Andaman package for 5 pax	1,80,000
2	Holiday Package	Singapore package for 2 Pax	90,000
3	Holiday Package	Dubai package for 8 Pax	3,40,000
4	Other Product	Flight booking Delhi – Goa for 9 pax	90,000
5	Other Product	Flight booking Delhi – Paris for 3 pax	1,10,000
6	Other Product	Hotel booking - 2 rooms for 3 nights –Taj	42,000
7	Other Product	Hotel booking - 3 rooms for 2 nights -NH Hotel Europe	72,000
8	Other Product	Hotel booking - 2 rooms for 2 nights -IBIS Singapore	24,000

In above case the Total Sales Value(TSV) of Holiday package booking is of INR 6,10,000/- (1,80,000+90,000+3,40,000) hence the CTA has qualified for 7 Holiday Stars basis the published grid. The TSV of other product is 3,38,000/- (90,000+1,10,000+ 42,000+72,000+24,000)

Now the CTA earning would be (5% X 6,10,000) + (7% X 3,38,000) = 54,160/-

3. CTA Affiliate Earning

- We understand that CTA would be giving additional services like printout of ticket/home visit/ web check-in etc and hence we permit them to add a limited affiliate fee
- Affiliate fee can only be applied to other products viz. Flights and Hotels as of now
- Higher limit of affiliate fee would be prescribed on the system and CTA is not allowed to breach the stated limit
- This earning would be calculated and paid as cash monthly



E.g. – Let's assume below is the total sales value booked under Holiday package and other products:

Monthly Booking	Type of booking	Booking details	Total Sales value	Affiliate Fee applied
1	Holiday Package	Andaman package for 5 pax	1,80,000	Not Allowed
2	Holiday Package	Singapore package for 2 Pax	90,000	Not allowed
3	Holiday Package	Dubai package for 8 Pax	3,40,000	Not allowed
4	Other Product	Flight booking Delhi – Goa for 9 pax	90,000	3000
5	Other Product	Flight booking Delhi – Paris for 3 pax	1,10,000	4000
6	Other Product	Hotel booking - 2 rooms for 3 nights –Taj	42,000	1000
7	Other Product	Hotel booking - 3 rooms for 2 nights -NH Hotel Europe	72,000	800
8	Other Product	Hotel booking - 2 rooms for 2 nights -IBIS Singapore	24,000	0

In above case the total affiliate fee is INR 8800 (3000+4000+1000+800+0) and hence the payout would be 80% of 8,800 = **7,040/-**

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

4. Promotion/ contest Earning

- We would be promoting a healthy competition amongst the CTAs on regular basis
- The details of such contest would be shared in advance
- CTA would get an opportunity to earn reward and recognition through these contests
- To begin with CTA would get 2 complete months for his first payout slab calculation. This would help CTA to achieve higher slabs

5. Consistency Benefits

- Herein we would be rewarding consistency in performance on quarterly/ half yearly basis
- The benefit here would be given in terms of experience/ travel products for the CTA and his family
- These would be non-transferable/ non saleable vouchers/ benefits
- More details would be shared post 30 days of joining

Terms and Conditions

Below are key T&Cs and clarifiers. This is to promote non-ambiguous and healthy business practices.

Joining:

- *Enterprise channel is built more to empower women and hence ladies can join as sole applicants. In case of a Male candidate joining we would be needing a female co-applicant who is related to the main applicant viz. mother, sister or wife.*
- *Both applicant and co-applicant if there, should be above 18 yrs of age till 70 yrs*
- *Basic KYC documents (address proof, ID proof & photograph) would be required for successful registration*
- *PAN card and bank details would be required for payout transfer only for the primary applicant*
- *CTAs to create their respective account on GMAIL using CTAFirst.LastName@gmail.com and share this user ID with MMT for account creation*

Training and engagement:

- *Enrolled members would be given an access to online training and engagement tool*
- *CTA should not share the login password of this tool to anyone*
- *CTA should go through all the modules and should take quizzes to validate learning*
- *The booking tool would be shared once a person is trained on all modules*
- *All the modules, training material and quizzes are copyright material of MMT and should not be shared/ downloaded*

Approaching prospect

- *CTA is expected to approach their knowns for selling and servicing the travel needs*
- *We expect CTA to be thoroughly professional in any of these conversations*
- *CTA should not misrepresent the brand*
- *CTA should not give wrong commitments*

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

Booking Travel products

- CTA should advise the best suitable product to the prospect
- For initial 6-9 months of joining MMT would be extending sales support to CTA for Holiday package bookings. Hence CTA need to share prospect details system/ email as advised
- CTA should convey price change possibilities specially in flights, hotels, cabs
- All the product details viz. baggage allowance in flight, bed type in hotels, non-refundable bookings etc should be well conveyed to the end customer so that an informed decision is taken
- Customer details should be fill with utmost care while making the booking. It's advisable to double check it. Any name/ date change will cost a penalty and fare increase
- CTA should also ask for mandatory documents from end customer as required viz. PAN card, passport copy etc. and should fetch it on system
- The mobile number and email ID of end customer should be properly mentioned while booking so that any schedule change or relevant information can be conveyed to customer on immediate basis

CTA Earnings

- All the earnings would be calculated on monthly basis as points or as vouchers
- Point redemption would be at 1 POINT = 1 INR *
- Affiliate fee is permitted on flights and hotels as of now (maximum upto 5%) and is restricted to a limit by system and hence it should not be overcharged
- Monthly Earning from all types of eligible payouts would be credited with a lag of one full month.
- Monthly earning would be credited in wallet/ ledger or can be redeemed in bank account for all the transactions where customer has completed the travel/ stay. For rest of cases it would appear as accumulated points in system and can be redeemed post travel/stay.
- In case of cancellation of a booking, points will be deducted from the accumulated points basis the calculation/ accumulation month of payout
- In case of big ticket size bookings or fully refundable bookings the payout would be given post travel
- Earning Pay-outs would be remitted online post TDS as per Government norms
- TDS certificate would be shared quarterly on registered Email ID
- The refund towards any cancellation will be done in the source from which the payment was received. For e.g. refund for the booking done using the credit card will be done in the same credit card account. Kindly note, for bookings done in cash, the refund on cancellation will be done in the CTA wallet/ ledger

Rewards and Recognition

- Reward & Recognition earning would also be disbursed post deducting applicable taxes
- MMT reserves the right to decide on the frequency of contests

Important pointers

- Certified Travel Associate warrants that the referral has authorized the Certified Travel Associate to refer its travel query to MMT and the referral has consented to being contacted by MMT in this regard
- CTA would be liable for his/ her individual taxation as per Indian laws
- Wallet/ ledger can be recharged using online payment modes like credit card, debit card and net banking
- MMT reserves the right to alter or withdraw the policy or replace the said policy with another policy, or to alter the terms and conditions without any notice or liability
- The Company shall have sole discretion to revise the payout model and the Service Fee policy and the same shall be shared by the Company with the Certified Travel Associate from time to time.

Enterprise Channel – Certified Travel Associate (CTA)

Briefing Sheet

- *In the event of abuse or misuse of the policy by the Certified Travel Associate, MMT is entitled to restrict the Certified Travel Associate from accessing their account and take such other action(s) as it may deem fit*
- *MMT cannot be held liable for any act and omission attributable to force majeure events*
- *The Certified Travel Associate shall indemnify and keep MMT indemnified against any claims, damages and losses arising out of acts, omissions or negligence on the part of the Certified Travel Associate*
- *Disputes, if any, will be subject to exclusive jurisdiction of the courts at New Delhi only*
- *In addition, [User Terms and Privacy Policy of MakeMyTrip](#) shall apply*
- *For more details please refer CTA agreement*

*****All the Best *****