



Sonu Sood's new rural B2B travel tech initiative launches first national brand campaign 'Khulenge Naye Raaste'

Mumbai, 6 August 2021: Travel Union, India's first rural B2B travel tech platform, was launched today. Travel Union, a Sonu Sood initiative, will democratize travel services by providing a platform to travel agents towards serving the travel needs of rural customers at every district, block and gram panchayat level.

Travel Union provides the best inventory, competitive prices, and state-of-the-art technology directly from airlines, railways, hotels, wholesalers and aggregators making it the first super-aggregator platform to meet the travel needs of the rural citizens. Travel Union has been named with the intent of creating a union of all travel services, aimed to onboard maximum number of travel agents thereby building the largest union of Travel Union Members in rural India, serving the 1 billion Bharat population.

Travel Union's first brand campaign '*Khulenge Naye Raaste*' with Sonu Sood was also launched today. It reflects Travel Union's vision to open new doors of opportunities for small business owners as well as individuals in rural India who tend to rely on assisted booking formats.

Travel Union's proposition of becoming the one-stop platform for all travel services is depicted in its maiden TVC featuring Sonu Sood, bringing alive the brand ethos of '*Khulenge Naye Raaste*'. Sonu Sood dons six different avatars, for the first time in his career, in order to connect with the target rural audience of existing travel agents, small business owners and enterprises. The different avatars represent the different product verticals of Train, Bus, Flight and Hotel booking available on the Travel Union platform.

The TVC also addresses the major hurdles that travel agents face and how Travel Union Membership will provide a solution to that. It highlights the primary USPs of the platform such as zero investment onboarding, online cancellation and instant refund, one 24*7 customer service for all travel queries and most importantly, low prices and high margins.



On the launch of the campaign, *Khulenge Naye Raaste*, Sonu Sood said, “During the lockdowns, I had first-hand experience of the challenges that rural Indians face when it comes to travel as well as the struggles of small business owners. The rural travel sector has been unorganised for a long time, with hardly any players focusing solely on Bharat. Travel Union aims to create a close-knit community of travel agents as Travel Union Members, and pave new paths of self-employment and self-reliance opportunities for those joining the network. Travel Union will allow rural travel agents to cater to all their customers’ travel needs easily and empower them with high margins. Travel Union holds the power to revolutionize travel in rural India offering the rural customers different ways to plan their travel, which are currently unavailable to them.”

The campaign was launched through a virtual event today. The brand film will be promoted on digital and social media platforms, followed by activations across travel agents, pan India.

About Travel Union

Travel Union is India’s first travel-tech startup built with rural travel agents at the core. It is an initiative by actor and philanthropist, Sonu Sood aiming to build a thriving community of travel agents. As a one-stop super-aggregator platform, Travel Union provides the best and cheapest in travel offerings from direct airlines, railways, hotels, trips, wholesalers and aggregators through an app. It also allows for instant cancellations and refunds, eliminating the long wait customers usually have to endure.

For more information, visit www.travelunion.in