



eUttaranchal Travel Network Char Dham Yatra

www.euttaranchal.com

C-43, Jangpura Extn,
New Delhi – 110014
Mob: +91-98181 44959
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business@euttaranchal.com
www.euttaranchal.com

What is eUttaranchal?

- eUttaranchal is a Socio-Cultural Portal spreading the information about Culture and **Tourism** of **Uttarakhand** and building up an Online Community.
- Started in 2003 as a hobby site, eUttaranchal has now become a Gateway to Uttarakhand!
- Over 90,000 unique visitors per month with over 9 lac pageviews every month!
- Over 15,000 registered members
- Over 20,000 email subscribers
- Offers 100% free Matrimonial Service

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Some of the websites in eUttaranchal Network

1. www.euttaranchal.com
2. www.chardhamyatra.org
3. www.uttarakhand.ws
4. www.himalayanquest.com
5. www.uttaranchalmusic.com
6. www.rishikeshlive.com

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eUttaranchal Travel Network

- First travel lead generation service targeting Uttarakhand Tourism
- Serves genuine and qualified travel leads to travel agents. A travel agent can access any lead after actually reading them at a nominal fee per lead

First targeted packages: Char Dham Yatra, Do Dham, Badrinath, Kedarnath, Gangotri and Yamunotri

Agents targeted: Char Dham Travel agents/operators serving individual and group tours.

About Char Dham Yatra

- CharDhamYatra.org is the website catering to tourists looking forward for Char Dham Yatra or tours to Badrinath, Kedarnath, Gangotri or Yamunotri.



WWW.CHARDHAMYATRA.ORG STATS

- Total Char Dham leads generated in 2008: **2000+**
- Monthly unique visitors: **4000+**
- Monthly page views: **20000+**

How many **Char Dham** customers
did you served in 2008?

Why Go Online

A. Conventional Marketing by Travel Agents

- TV Advertisements
- Radio Advertising
- Newspaper and Magazines
- Pamphlets and Posters
- Participating in Travel exhibitions

Cost: Very high, difficult to continue regular promotional campaigns

**Disadvantages in these promotional activities:
Promotion is broadcasted to **untargeted** visitors
Cost per lead is very high**

**What is your ROI in this form? How many genuine and targeted leads have been generated?
If your current average lead costs you less than Rs 100 then close this presentation.**

B. Online Marketing by Travel Agents

- Website development and management
- Paid marketing
- Online banner advertising
- Email marketing

Disadvantages in these promotional activities:

- Managing and updating website
- Difficult to rank and get traffic from Search Engines
- High cost in Online marketing and paid promotion
- Precious time lost in managing websites

Cost: High, difficult to continue promotion on regular basis

What is your ROI in online marketing? How many genuine and targeted leads have been generated? If your lead costs less than Rs 100 then close this presentation.

eUttaranchal Travel Network Advantages

- No marketing expenses
- No website management
- Compete with Online Travel Brands
- Increase Margin in Profit
- Enquiries are served in real time
- Read and Select Leads
- Pay for Leads you select
- No spam and Bogus leads
- Feedback system on leads
- Confidentiality of your information

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Why Join Us?

- No registration fees
- No monthly fees
- No membership fees
- Qualified travel leads (Get new Clients)
- Complete control over the system
- No Commission sharing (you get complete 100%)
- Guaranteed quality- Refund* if lead is not legitimate
- Free Support Staff

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How to register?

Registration process is as follows:

Step 1

Sign up at <http://business.euttaranchal.com>

Step 2

Once verified, our Business Coordinator will send you the username and password

Step 3

Use system at free of cost and pay for leads you accept based on your interest and scope of work.

In the meantime, you can have a **demo of the system** here:

<http://www.chardhamyatra.org/demo/>

User ID: demo

Password: demo

Pre- Sign up FAQs

Q. How much does it cost to join?

A. Nothing! It's absolutely FREE!

Q. Is there any monthly membership FEE?

A. NO! there is NO monthly FEE!

You only pay for the leads that you ACCEPT from the system

Q. How much would a lead cost me?

A. You will pay Rs. 100 for every lead that you ACCEPT

Q. How many other agents can accept the same lead?

A. The lead is available to each of the agent using our system. However, only 3 agents can accept a single lead!

Join eUttaranchal Travel Network

Interested in [eUttaranchal Travel Network](#)?

Or

have any query? please contact us at

business@euttaranchal.com

Or log on to

business.euttaranchal.com

Better still, speak to us at

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