

TRAVTALK

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TRAVEL PORTALS

Ashex Tourism offering a bouquet of travel services

Ashex Tourism has come a long way from the small dream it was way back in 2000. Today, the company with its 45 connected sites can safely be called one of India's largest travel portals. It has catered to several corporates, celebrities, politicians, senior doctors, travel industry people as well as commoners. **TRAVTALK** has details.

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The company started operations in 2000 and within a few years it grew successfully. **Ashish Sawhney**, CEO, Ashex Tourism said, "Initially I had to work long hours, waking up a few times in the middle of the night answering domestic and international queries."

In just a year, the company shifted to Okhla Industrial Estate in Delhi. The

designers would regularly work all-night. Today, Ashex Tourism with its 45 connected sites can safely be called one of India's largest travel portals. Adding content and information on resorts is a natural process. Ashex, with all its capabilities and network, can make a holiday as magical as India is. From Leh-Ladakh to Kanya Kumari and Lakshadweep to Andaman Islands, it offers a bouquet of travel services through its central reservations in New Delhi and local offices in India and abroad.

Ashex has tie-ups with approximately 14,500 hotels, palaces, forts, resorts, havelis, beach



Ashish Sawhney,
CEO,
Ashex Tourism

houses, bungalows, ayurvedic resorts, spas, tree houses, houseboats, farm houses, homestays, bed and breakfast accommodations, guest houses, cottages, white water rafting camps, adventure camps, jungle camps, desert camps and serviced apartments and villas across India.

The company also organises hotel reservations, ticketing, corporate picnics and parties, company offsites, educational trips, pilgrimage tours, treks, wildlife safaris, wellness packages, wedding venues and many other options.

Sawhney even today goes out to find new destinations, resorts or


Ashex Tourism

- It is one of India's largest travel portals
- The company has 45 connected sites
- From Leh-Ladakh to Kanya Kumari and Lakshadweep to Andaman Islands, it offers a bouquet of travel services
- It offers central reservations in New Delhi

accommodation options. Ashex has been instrumental in establishing a lot of idle destinations into the most bustling ones.

It now plans to have adventure tourism, wildlife, cottages, serviced apartments etc. into separate fully self-operated divisions. It has already been joined by ex-employees of ITC, thus, gearing up to become a force to reckon with. Ashex also supplies complete ground handling support for a few tours sold by IRCTC.

Sawhney said, "Earlier I used to call hotels all over India but they would not trust me with payments. Anyone would have walked out but I stuck because of my passion. I want to make a name which is possible only through honest dealings and keeping commitments to guests and hoteliers."

"Word of mouth publicity is the most important form of publicity for Ashex Tourism," he informed. 

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