

# NEWS RELEASE

**For Immediate Release**  
September 27, 2004

**CONTACT:** Gaurav Sundaram  
Director Asia & CEO – India  
Global Experts In Travel  
Lionel India Limited  
[gauravsundaram@get-india.com](mailto:gauravsundaram@get-india.com)  
Mobile +91-9845218115  
Direct +91-80-51132070  
Board +91-80-51132080  
Fax +91-80-51132081

## **LIONEL INDIA LIMITED JOINS GET – GLOBAL EXPERTS IN TRAVEL**

***Lionel India and other former Rosenbluth International Partners  
join forces with Total Travel Management, USA to Form Global  
Experts in Travel (GET)***

**Kolkata , India** – Lionel India Limited today announced its branding as – Global Experts in Travel, India. Launched in June 2004, Global Experts in Travel (GET), is a single-branded global travel management joint venture with more than \$2.6 billion in annual travel sales. The announcement was made by Gaurav Sundaram , Director Asia & CEO – India .

Lionel India Limited, a wholly owned KK Birla Group company, was till recently known as Rosenbluth Lionel India Limited and formerly represented the Rosenbluth International brand in India. Post the sale of Rosenbluth International, Lionel India alongwith several former Rosenbluth partners set about jointly identifying opportunities for the creation of a new global travel brand .

GET is a culmination of this initiative.

GET combines the global expertise of several former Rosenbluth International Partners in Latin America and Asia-Pacific, Total Travel Management in North America, along with other leading global travel management companies. GET recently announced the membership of Hillgate Travel, United Kingdom and Pacific Arena Travel, Singapore, as its newest members. Negotiations with other major European and Asia partners, are currently in advanced stages of discussions. Incorporated in Troy, Michigan, U.S.A, GET is globally managed by an elected Board of Directors. Ms. Linda Garback, is its Chief Executive Officer.

"Corporate travel represents the second highest expense for Fortune 500 Corporations," said Linda Garback. "The formation of a single-branded global travel management company, which will standardize global travel processes, while truly reducing a corporation's T&E costs is now a viable option for corporate travel purchasers."

"Indian companies and Indian operations of multinational's are seeking a streamlined means of synchronizing and integrating their India operations with their global travel programs. Managing their travel expenditures with GET truly provides that solution," said Mrs. Jyotsna Poddar, Chairperson, Lionel India Limited.

Mr. Sundaram estimates "GET's combined technological resources and travel consultative expertise will potentially reduce a corporation's annual global travel expenditures by up to 30% and provide a quality management alternate to "Mega Travel Management Consortias", in evolving markets like India"

"Many key transnational and global accounts, have operations in India and they have a need to have a professional and technology savvy operations in this emerging market. Our market credibility and previous success in managing large global accounts, will place our operations in India at the forefront of future client acquisitions and implementations" said Mr. Sundaram.

As part of GET's global travel management suite, GET will shortly introduce to the Indian market , a complete web-based portal application - **GET Connected-Stay Connected**, a multilingual Web-based global travel portal that will allow Corporations to create a secure, "one stop-shop" on-line source, which has the capability of integrating multiple global online booking tools, consolidating global travel management reporting in "real time," manage a corporation's preferred vendor negotiation programs, as well as globally integrate a corporation's groups and meetings. In addition, **GET Connected-Stay Connected**, offers a security suite that allows a corporation to track their travelers' 24/7, regardless of where they are traveling in the world.

Mr. Sundaram announced that "GET intends to provide the Indian Corporate Travel buyer the latest in technology and value enhancers , that will optimize cost management and provide a true client partnership solution . **GET Connected-Stay Connected's** , security package will allow corporations to easily identify, track, and assist their travelers in the event of an emergency, providing much needed peace of mind, in the time of an emergency."

# # #

### **About Global Experts in Travel, Inc. (GET)**

GET, headquartered in Troy, MI, is one of the largest travel management companies in the world. With an annual travel volume in excess of \$2.6B and with over 1800 worldwide associates, GET is a leader in global travel management services through the development of innovative global travel management solutions, while maintaining a "think global-act local" philosophy. More information about GET is available at [sales@globalconnected.net](mailto:sales@globalconnected.net) or by calling (866) GET-4040.

## **About GET India - Lionel India Limited**

GET India – Lionel India Limited , ( formerly known as Rosenbluth International – Rosenbluth Lionel India Limited) has been at the forefront of managing large transnational and India companies . It ranks amongst the top specialist corporate travel companies in India and has developed a true partnership approach to managing client needs. With six branches in the key metropolitan cities of Bangalore , Kolkata , Mumbai , Hyderabad , Chennai and Delhi and several client onsite locations , it provides a complete suite of services to deliver quality corporate travel solutions to its clients . It is a wholly owned KK Birla Group company and represents the Asia and Middle East region on the global board of directors of GET .