

Jaal Shah

## A man with a difference

He is a young, dynamic, self-driven and passionate new age entrepreneur. Fellow industry people call him a man with a Midas touch for whatever he touches, seems to turn profitable. He helped the company grow into a multi-dimensional company of present structure, leading a host of business and a team of 250+ strong people in India and abroad. He has more than a decade of experience in the field of business planning, market development, strategic planning, financial planning, etc. in the Travel Industry. Jaal Shah Founder, RezLive.com Group Managing Director, Travel Designer Group, here he shares his success journey with TTJ in his own words.

**Sudipta Saha**



I was born and brought up in Ahmedabad, Gujarat and did my schooling and college from Ahmedabad. Armed with a Bachelor's Degree from Gujarat University, I got into something, I never ever thought of i.e. Travel Industry. I have a very keen desire for technology and even used to create websites for clients during college days. Post the bachelor studies, I went to Bengaluru and tried my hand in a technology company for sometime. As Bengaluru is known as hub of IT, I thought, it will be the correct place for me to get the right exposure. The time spent in Bengaluru was something which I will cherish throughout my life, as I learnt very important lessons of my life staying in that part of the country. As I hail from a region where entrepreneurship is a religion, I also wanted to be a part of the same, and started something, which is now known as one of the leading wholesale company in Asia Pacific and Middle East region, purely on the basis of innovation and excellent service quality.

Under the supreme guidance of my father, Kalpesh Shah (a veteran in Travel Industry) opened up Travel Designer Inc, (a B2B company selling outbound packages to travel partners) in the year 1999. Slowly and steadily, I diversified the group activity with the launch of products such as Designer Packages (offline outbound) and Designer Indya (an inbound initiative) and at the same time kept a close eye on the latest developments in the travel industry, which resulted in the creation of an online B2B reservation system (one of its kind in India at that time), which will make the lives of the travel partners easy and will increase the overall booking experience of the travel partners with the group to new heights. Also, the travel partners will be able to make the bookings on their own with the constant support from in-house sales and operation team. This is how, RezLive.com came into existence and was launched for the travel trade in the year 2007.

One thing that motivated me to come up with a product like RezLive.com, was to make the life of our travel partners easy. As the traditional way of making booking was a lengthy and required lot of man hours, RezLive.com came as a solution and provided the travel agents, the much required access to make bookings on their own by getting regular support from our team. I always believed in one thing - Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it. So, once the idea to start up something on my own hit my mind, I was ready for it and was

also prepared to face all the challenges related to it. Success is something that doesn't come easily, you need to sweat hard to earn that.

When you're a solo business owner, every aspect of your company's operation falls on your shoulders. You're a visionary, yes, but you're also a project manager, team leader, administrative assistant, sales person and more, depending on what the day calls for. The best entrepreneurs are never satisfied with what they've already achieved. They're innovators through and through, which is why you won't see them stop and rest on their laurels. Even if they experience what the rest of the people in the world would consider to be 'success', entrepreneurs are already scheming away over how much bigger and better in their next projects will be. As a result of which, I am also trying to be in the same league, i.e. not being satisfied as I have much more to explore and innovate. I have come a long way as an entrepreneur and have achieved things which I set for myself. The key personal achievement for me is seeing my team happy and working with full dedication throughout the year. The main thing that sets us apart from the rest is not only what we offer, but the way we work as a family. I am honoured to all the organisations/committees which considered my contribution in the industry and acknowledge the same with award. As far as accolades are concerned, I have been awarded with 'Certificate of excellence - 30 most innovative CEO's - Innovate 100 awards', 'CEO of the year - Brands Academy', 'Entrepreneur of the year - TnH' to name a few. However, awards like this make you believe that you are on the right track and people are appreciating the work you are doing for the trade. Apart from running my company, I have a very keen interest in technology and like exploring new places and meeting new people, to learn and unlearn things on a constant basis. Apart from that, I love driving good cars and eating quality food with my near and dear ones. The industry we are in now, has become very dynamic and volatile, so taking 10 year perspective is not the right thing. As a result of that, we as a group always believed in consistent growth by taking calculative steps. As far as number is concerned, we are growing in terms of the employee base, year on year growth has been in the range of 40-50 per cent, acquisition/alliances will be on cards to expand in territories where we don't have a presence. So, we have set the strategies and now look forward to have the fortunes in our favour.