

## Cleartrip prepares for anticipated online bookings surge through multi-year agreement with Sabre

*Leading OTA augments its product repertoire with cutting-edge technology to fuel expected post-COVID growth*

DUBAI, UAE and SOUTHLAKE, Texas, July 12, 2021 – [Cleartrip](#), the leading online travel and leisure aggregator in the Middle East, has signed a multi-year deal with [Sabre Corporation](#) (NASDAQ: SABR), the leading software and technology company that powers the global travel industry.

The expanded, long-term agreement sees Sabre become Cleartrip’s global distribution system (GDS) partner and is part of the OTA’s strategy to streamline its GDS relationships. Focusing on advanced technology to spur growth, Cleartrip will be able to create compelling booking experiences for customers and provide an enhanced level of expertise to help people travel again. One key feature of Sabre’s technology will be its Bargain Finder Max API, which will help Cleartrip create customized booking experiences for travelers by tailoring search results for the most relevant fares based on a range of itinerary preferences.

“This is an important partnership for Cleartrip, and we are excited by the prospects of this collaboration,” said Amit Taneja, Chief Commercial Officer. “Our mission at Cleartrip is to make travel simple for our customers by leveraging best-in-class products and technologies. This mission is even more relevant as the travel recovery plays out in our key regions. Sabre is well positioned to deliver us next-generation technology, and this will be an essential component in providing a superior customer experience as our key regions revive.”

Cleartrip has established itself as the preferred choice of travelers across the Middle East’s highly competitive markets by focusing on meeting customer needs through a superior product experience.

“As travel agencies look to secure a competitive edge during this uncertain time, many are choosing a partner with the stability and resources to continue investing in advanced and new technology solutions,” said Sean McDonald, vice president, online travel. “The online sector is at the forefront of travel’s recovery, so there is a huge opportunity for Cleartrip to act fast and position itself for growth. Cleartrip’s decision to streamline its GDS strategy and focus on its partnership with Sabre will enable the OTA to tap into expected growth in demand both during the recovery and beyond.”

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### **About Sabre Corporation**

Sabre Corporation is the leading technology provider to the global travel industry. Sabre’s software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

**About Cleartrip:**

Cleartrip is the leading online travel and leisure aggregator in the Middle East. Founded in 2006, Cleartrip offers its customers a comprehensive and personalized travel experience through its innovative and award-winning mobile and desktop solutions.

Combining intuitive products with a customer-centric approach and the widest selection of flights and hotels, Cleartrip brings a highly differentiated value proposition to market, offering convenience, choice, competitive prices, and exclusive content.