



A TRAVEL MANAGEMENT GROUP



travel

As **YOUR TRAVEL DESIGNER**, we promise to listen to your needs and will organize your trip accordingly. With destinations to over 100 countries and connections to over 75,000 hotels there will be plenty of options for you to choose from.

At a Glance

SUTRA is a travel conglomerate under the SUTRA TRAVEL MANAGEMENT GROUP, well established with a large corporate and non-corporate clientele and over 500,000 travel related products & services that encompass all the travel components. SUTRA is powered and supported by a suite of applications that harness the power of travel technology effectively while being customer centric.

When Syed Razif founded Sutra in 1988, he had one clear mission: To use his passion and experience in the travel industry to help business travelers travel at ease with the best travel arrangements and promote local tourism. Before starting SUTRA, Syed Razif had worked his way up the ranks of this once closely guarded business and he became an early believer in the power of perseverance and hard work.

Years later, his vision is paying off. SUTRA, based in Kuala Lumpur, Malaysia, is one of the leading full service travel agencies and a multiple excellence award winner, with more than 60 full-time employees and approximately RM 80 million in total revenues.

In the last few years, the company has grown substantially. Syed Razif attributes his company's recent success to several key factors:

- The experience and expertise of his team in providing customary, and yet excellent customer service to a wide range of customers in a variety of businesses.
- The focus of the company on solving the problems of customers and helping the customer make the right choice.
- A rapidly growing demand for service-focused full service travel agents among mid to high market corporate companies who travel frequently and often in the best comfort. "We're seeing a big wave in the emerging and mid market areas of companies who are traveling more and in greater frequency," Syed Razif says.

A man with short dark hair and a goatee, wearing a white long-sleeved shirt and a red tie with a small white pattern, is standing in front of a large window. He is holding a colorful brochure or magazine with both hands. The brochure features a large image of a modern building and some text. The background shows a dark wooden cabinet and a vase of flowers. The word "value" is written in large white letters across the bottom left of the image.

value

*"At SUTRA, we emphasize on value by association,
service and product"*

Dato' Syed Mohd Razif
Bin Syed Yasin

Message from the Group MD & CEO

Dato' Syed Mohd Razif Bin Syed Yasin

Group Managing Director / Group Chief Executive Officer
Sutra Travel Management Group

Our past contributed much to our future and we have learnt much today that we have become better equipped to provide more value to our clients, for relationship continuity and a brighter, more prosperous future.

First and foremost allow me to take this opportunity to express our heart most gratitude to all our clients and partners who have been with us for a long time.

It's the "emotional connections that create feelings of loyalty ". At SUTRA we emphasize on Value by Association, Service, and Product. We also understand that in order to stay ahead we must remain focused and innovative.

The steady advance of information technology (IT) is creating a networked society that is global in scale. This far-reaching change is transforming business, lifestyles, and the very nature of society itself. Already, the world as we know it today would be unimaginable without IT.

As a company that builds success in travel, SUTRA is helping realize a brighter, more prosperous future by continuously contributing in enhancing the value proposition to our clients. We will continue providing clients with new value through a relentless pursuit of the innovative possibilities that travel is.

To increase the convenience and value factors, it is vital that innovation transform not only products and services but also the people and processes within SUTRA. At SUTRA, we are continuously innovating and transforming ourselves through performance management, which is our approach for improving business processes that will undoubtedly benefit our clients by using our talents and experience to enhance our value proposition.

We will continue striving to be customer-focused in our activities and use this approach to accelerate the expansion of global business and perfecting of our deliverables.

We are determined to enhance our business value in the eyes of our partners who support our business - our customers, shareholders, business partners and employees.



leader

Sutra Travel Management Group is gradually increasing its horizons in all the major pillars of the travel industry with the focus on providing end to end solutions and services at par with international standards.

Sutra Travel Management Group

SUTRA UTAMA SDN BHD

(Holding Company)

SRI SUTRA TRAVEL SDN BHD

(Travel Retail)

SUTRA FRANCHISE SDN BHD

(Travel Franchise In Malaysia)

OCTRAVES TECHNOLOGY SDN BHD

(Travel Technology Solution Development)

SUTRA GLOBAL PLANNERS SDN BHD

(Product Development)



achieve

We aim to exceed the expectations of our customers by setting a higher benchmark in fulfilling their travelling needs.

What Drives Us

Our Vision

To be the Ultimate Travel Service Provider

Our Core Values

Service, **U**nderstanding, **T**eamwork, **R**esponsibility, and **A**ccountability.

Our Culture

- Mission clarity
- Commitment to learning and skill development
- Customer-focused
- Demonstrated support for innovation
- Effective 360-degree communications
- Effective systems and processes
- Employee commitment
- High accountability standards
- High integrity workplace
- Performance-based compensation and reward programs
- To be technology driven



efficient

We realise the importance of delivering business travel objectives with efficient and resourceful initiatives. We also do personalised leisure travel & vacation planning to create lasting memories and build rapport with our customers.

Sri Sutra Travel

Sri Sutra Travel is an award-winning travel agency in business and leisure travel. And by that, it fully understands that both modes of travel require a different set of disciplines, service levels, experience, and the convenience of technology assisted innovation.

Established in 1988, Sri Sutra Travel has grown to become one of Malaysia's leading travel consultancies. With a dedicated, experienced and committed team, it has successfully garnered an extensive market reach in the travel services sector, both locally and abroad. Located in the heart of the city; Pekeliling Business Centre, Kuala Lumpur, Sri Sutra Travel is strategically placed to work in-tandem with your desires, and continues offering the best in travel and tourism products and services.

With over 30 years' industry experience, we'll provide you with the most feasible booking options. But don't just take our word for it, our track record of being accorded various prestigious awards make a statement of just how much more we can do for you.

Sri Sutra Travel is your travel designer for air, land and sea. We create the perfect combination of travel. That includes airport transfers, accommodation, car hire, tailored tours, bus and rail ticket reservations, acquiring concert and sporting tickets, and a whole load of other related services that make us distinctly stand out from the rest. So, whatever your travel needs, be it government, business or leisure, we'll serve you with exceptional quality, and offer an extensive array of possibilities that will make travel a lot more convenient and cost effective.

At Sri Sutra Travel, we've epitomized convenience and customer satisfaction through the use of both; the efficiency of technology, and the warm flexibility of the human touch. In that, you can also benefit by engaging our client service professionals for opinions, assistance and general consultation.

Our Markets

Business to Business (B2B)
Business to Consumer (B2C)
Business to Enterprise (B2E)

Our Market Segments

Government / GLC / Corporate
Online
Leisure
MICE
Agency (Wholesale)
Franchisee

Business Travel

At Sri Sutra Travel, we provide the means for cost effective travel with a corporate prospective in mind. And that means getting the job done right, the way you want it. We conduct extensive negotiations for supplier discounts and travel programs so you get more cost effective travel and flexibility.

Services and Solutions

Travel Expense Management

When it comes to business travel, there are many adhering considerations that pose questions to look at. It needs proper management to be efficient and cost effective. And all too often, travel documentation becomes a meticulous affair, what with claim policies, cost projections that demand prior approvals, corporate card usage, single expense claims, and a lot more.

With the right system in place and our professionals behind your every travel venture, you could reduce costs in a systematic manner, curb abuse, and even understand expense patterns in a convenient way.

Travel Fulfillment Services

We ensure you end to end business solutions in being a one stop travel center. Needless to say, that only is possible with a travel solutions provider with an impressive track record, experience and extensive network of partners, globally.

From flight ticketing, localized record and payment processing, hotel contracting, contact center and more, it's always better when you have an expert assisting and providing the support you desire.

Technology Implementation

With our technology and comprehensive solutions you can have the flexibility and convenience at your finger tips.

Conduct fare and rate searches, automate reservations, acquire tickets, request upgrades and lots more. Plus, you can have the option of getting real-time alerts via email or phone messaging with the additional option of knowing you can also speak to our professionals, anytime from anywhere.

Travel Risk Management

Fear, worry and anxieties are unavoidable if you're to be embarking on a trip either to a place with questionable safety, or traveling at a time that gives reason for apprehension.

The truth about it is risks and safety concerns are always a crucial matter. That's why, our professionals are well versed with the parameters involved when developing your travel solutions. With experience and an extensive network of on-ground intelligence, risks are carefully calculated and managed to avoid any untoward incidences.

Reporting and Analysis

With volumes collected from various travel-related expenses from around the globe, being on top of things can be more than just about being meticulous.

Let our technology and experience help you in creating a customized and efficient platform in keeping you informed and in charge of the expenses you are incurring.

M.I.C.E

Having the right facilities and conveniences for your business needs are undeniably important. That's why when it comes to your events, be it for an Association, Corporate Entity or Government Department, we're more than just a venue search provider. Instead, we make it a point to work closely with such event service providers in extending our commitment to you. That way, you'll get the specific facilities, technical instrumentation and services you are looking for.

Incentives

Team Building programs, Sales incentives and various other travel enticements are commonplace in driving performance and productivity in most corporations and

businesses. However, you'll need someone who has had experience in enabling the success of such programs. More so in recent times, where such rewards have taken a personalized form to include the recipient's family and personal preferences. Leave it to us to ensure your enticement exercise is fully achieved.

Conferences

Your need is to achieve optimum levels of Information, Communication and Education. And you can't just leave matters to chance. From Local Conferences for individual corporations through to International forums for Multinational Conglomerates, we've been there for our clients. And we've done this for years. Rest assured, you'll be in good hands.

Events

It could be something that happens on-stage, down the aisle, or at the golf course. We've seen it all and have had the pleasure of driving each event with the dynamism that was desired of us. Make your event one that gets noticed and talked about for years to come. We'll make it happen for you.

VIP Travel

It could mean a limousine, personal jet, additional security or even confidential arrangements. When dealing with high priority personalities, various aspects of travel are to be determined with needle precision.

Options will need to be measured carefully while out-of-the-ordinary arrangements can prove to be unmanageable. You'll need experts to get the job done because there's little window for mistakes. Just rely on our professionals to handle your needs with the level of care only you can appreciate.

A man in a grey suit and yellow tie is walking through an airport, pulling a black suitcase. He is holding a white envelope in his left hand. The background is a blurred airport terminal with many people and lights.

comfort

Our customer's ease and comfort is our top priority
while giving them the right tools and services so
they meet their travel objectives

Leisure Travel

At Sri Sutra Travel we manage and plan your vacation itineraries from start to finish, be it an educational voyage or quick city break. We talk to our customers and get to know their travel requirements in order for us to mould them their perfect holiday.

Vacation Planning and Management

Honeymoon

It's going to be a time that's going to be ingrained in your hearts forever. And just like the wedding, we're sure you'll want to make it equally as special. But maybe at this time, you may have too many things on your mind to jump into the details, so let's do it for you. After all, you're going to be planning a life together, we'll take care of managing the honeymoon.

Family Vacations

Yes, we know how hard it can be for you. Pleasing everyone in the family when you go on a trip isn't the most coveted of tasks for anyone. But let's face it, family always comes first and a trip is just the thing you may be needing right now. Don't make it a drag for yourself, we have loads of packages and we're sure there's one for you no matter how big your family may be.

Adventure Vacations

Fancy some adrenalin pumping action? Bungee jumping, wreck diving, hang-gliding, rock climbing? Or prefer something a little more challenging? Then try us. We may have just the right thing to blow your mind away. Plus, we'll give it to you neat, without any watering down.

Sporting Event Packages

Want to hit two birds with a stone. Make that trip a little more exciting by getting your hands on those tickets. We'll work around your sporting events to make your trip all that more meaningful. So you won't miss that game, and, you won't miss everything else that comes with a great holiday.

Spring Break Packages for Families and Students

Thinking of somewhere to go for spring? Then let us give you something that's "out of the box." Leave it up to us and you're bound to find a package that will promise you a fulfilling getaway.

Educational and Cultural

Traveling certainly widens the horizons. But if you want to take it up a notch, we can do it for you. Whatever your reverence; history, culture, geography, anthropology or even science, you can put us on the job. We want you to get the most out your travels. We'll help you make an educated decision.

Other Services

Travel Insurance

With the possibility of traveling to high-risk areas and in the wake of dangerous circumstances or political upheavals, you want a travel expert who knows what to do. Because that assurance is certainly crucial to anyone. Set your mind at ease and let us have that part of your travel sorted for you. We know peace of mind is important. And you need to get first hand information before you embark on anything.

Visa Services

With varying policies for each country, we know it's hard to be abreast with each and every Visa requirement for the places you wish to travel to. Put us to the task of having your Visa effectively managed and save yourself the hassle. Our systems are geared to monitor recent updates and policy changes throughout the world.

Money Exchange

We know when it comes to exchanging money, the possibilities are endless in exposing yourself to scams and untoward situations. Be safe and let us inform you of the proper and safe way to go about it. We may even advise you on what to look out for when it comes to money exchange in the destination you intend to go to.

Halal Food

Sensitivities towards religion are often the norm in most places, however, it's always

good to know what to expect and where to go with regard to your requirements. We can help you with that and point you to the right places. It's our job to ensure your travel is as comfortable as you might expect.

Tour Guides

Whether it's a company affair, closed group or even family trip, a tour guide adds all that more meaning to your travel in ensuring you are truly immersed and educated in what's around you. Needless to say, having a tour guide can be totally gratifying. However, your needs may be specific in terms of locations, time and various other considerations. Give us your specifications and we will get together something that caters to, or is closest to your needs.

Translators

Whether it's a business meeting or having over a dignitary, you'll want to get it right. We'll engage a professional to help you put your words across in the right manner. You could also have a translator engaged for your own personal needs throughout your trip.

Entertainment Tickets

A concert, a game, a dinner show or even a car race? Have it all managed without the jostling and arm twisting. Whatever you're intending to go for, chances are our network of partners can have it ready for you. Just make an order and you'll be set without having to endure the queues.



relax

When you plan your journey with us, leave all the details for us to handle. Just sit back, relax and enjoy your vacation.



prestige

Having affiliations with prestigious partners, Sutra brings all the credibility and assurance which is reflected in the services that are rendered accordingly.

Licences & Memberships



MINISTRY OF TOURISM

TREASURY, MINISTRY OF FINANCE



FRANCHISE ACT 1998

MALAYSIAN FRANCHISE ASSOCIATION (MFA)



BUMIPUTRA ASSOCIATION OF TOUR
AND TRAVEL AGENT (BUMITRA)

MALAYSIAN ASSOCIATION OF TOUR
AND TRAVEL AGENT (MATTA)



INTERNATIONAL AIR TRANSPORT
ASSOCIATION (IATA)



DEWAN PERNIAGAAN MELAYU MALAYSIA
BANDARAYA KUALA LUMPUR





global

Ability to provide global connectivity while offering the best routing and fares.

List of Airline Partners



Sutra maintains a partnership with many of the top world class Airlines including low cost carriers. Following is a list of some of these Airlines:

- Malaysia Airlines
- Emirates
- Etihad Airways
- Qatar Airways
- Singapore Airlines
- KLM Royal Dutch Airlines
- Air France
- Turkish Airlines
- Garuda Indonesia
- Air Asia
- Oman Air
- Lufthansa Airlines
- Korean Airlines
- British Airways

A hand in a dark suit and light blue shirt holds a clear glass trophy. The trophy has a cylindrical base and a five-pointed star on top. The background is a dark blue gradient.

excel

Recognized by MALAYSIA AIRLINES as one of the
TOP TRAVEL AGENTS and the No.1 BUMIPUTRA
TRAVEL AGENT (3 consecutive years) in MALAYSIA.

Awards & Accolades



Lazare Club
(Malaysia Airlines)
2000/2001



Diamond Award
(Malaysia Airlines)
2001/2002



Ruby Award
(Top Booking
Performance - Abacus)
2001/2002



Diamond Award
(Malaysia Airlines)
2003/2004



Ruby Award
(Top Booking
Performance - Abacus)
2003/2004



Diamond Award
(Malaysia Airlines)
2004/2005



Diamond Award
(Malaysia Airlines)
2005/2006



Diamond Award
(Malaysia Airlines)
2006/2007



Gold Award
(Malaysia Airlines)
2009



Diamond Award
(Malaysia Airlines)
2009



Top Agency Award
(Amadeus)
2010



Diamond Award
(Malaysia Airlines)
2010



Diamond Award
(Malaysia Airlines)
2011



Diamond Award
(Malaysia Airlines)
2012



success

Our message to SUTRA Franchisees is that "Success is the result of making the right choices".

Sutra Franchise

Sutra Franchise Sdn Bhd was specifically setup to manage the Franchise Opportunity created by the Founder and Group Managing Director of the SUTRA GROUP, Dato' Syed Razif.

Within the Franchise Opportunity is the success story of Sri Sutra Travel Sdn Bhd, a full service travel agency, which has emerged to be among the top leading Travel Agencies in Malaysia, and of the personal vision of the Founder and Group Managing Director to have others share in that success.

The SUTRA Franchise Opportunity allows the SUTRA Franchisee to garner on the SUTRA brand and proven best practices to venture successful into the travel industry; which is said to be the best industry globally that registers a positive growth year-on-year.

As the marketing arm of Sri Sutra Travel Sdn Bhd, which is a registered Franchisor, SF has 3 main functions; namely to manage, develop, and market the SUTRA Franchise Opportunity. Its message to SUTRA Franchisees is loud and clear – "Success is the result of making the right choices".

Sutra Franchise offerings

- Training
- Tested products
- Competitive pricing
- Business consultancy
- Operation know-how
- Protected market
- Financing applications
- Marketing
- Promotions
- Licensing



strategy

Working with our product & service alliances to cover our extensive business markets, SGP specializes in the planning, negotiation, contracting and packaging of travel related products to be delivered to our customers.

Sutra Global Planners

Sutra Global Planners Sdn Bhd (SGP) is the operations arm specializing in strategic product planning for Sri Sutra Travel Sdn Bhd which is a subsidiary of the SUTRA TRAVEL MANAGEMENT GROUP based in Kuala Lumpur.

SGP acts as a factory to churn out products and repackage them for the tourism sector.

On the International map, Sutra Global Planners Sdn Bhd has strategic product and services alliance to cover extensive new business markets worldwide.

Banking on the extensive 20 years of market resilience and progress in the Malaysian tourism sector of its parent company, Sri Sutra Travel, SGP is committed to support the tourism business organization in all aspects of the current hospitality trading needs and demands of its clientele. SGP are optimistic that with the increased power of multi distribution channels in their B2B and B2C initiatives and other collaborations, they will be able to deliver the expected business growth.

Some of the Products that fall under SGP include:

- Free & Easy
- Planned Tours
- Religious Travel: Umrah Packages
- Group Series

Specializes in

- Strategic Product Planning
- Negotiation & Contracting
- Product and Package Development



solutions

Being a Travel Solutions & Applications designer, our focus is to create the specific software applications & tools for the benefit of the travel industry. Our developments go through rigorous testing to ensure quality assurance in meeting the industry standards.

Octraves Technology

OCTRAVES TECHNOLOGY is a full fledge Software Development Company with Malaysia MSC status that develops, markets, and distributes the TravelCompute™ platform, which is an all-in-one business specific software application developed for the travel industry.

Octraves Technology employs a team of experienced IT professionals who constantly review and enhance the TravelCompute™ platform according to industry evolution and maintains a stringent functionality check on par with current industry practices and standards. Clients are also assured with complete and reliable support and training.

Octraves Technology's Sutra Travel Business Suite provides customer relationship management (CRM) functionality to businesses of various sizes. It allows the business to manage customer accounts, track sales leads, evaluate marketing campaigns, and provide after-sales service. The CRM portion focuses on various functional areas, including sales force automation, partner

relationship management, customer service & support automation, and marketing automation.

In addition, Octraves Technology also offers consulting and software implementation services; as well as training and user certification services. Octraves Technology also provides B2B, B2C, B2E and white label solutions of the reservation platform. Octraves Technology Sdn Bhd was incorporated in 2008.

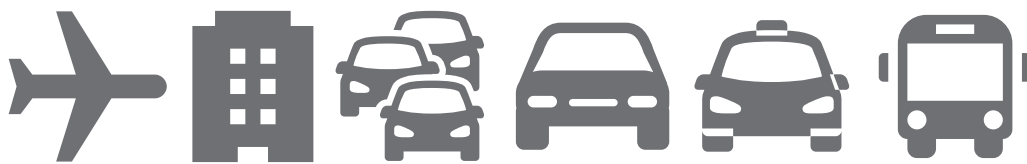
Octraves offering

- Travel Technology Solutions
 - Internet Booking Engine
 - Back-Office System
 - Travel CRM
 - Travel ERP
- Custom Application Development
 - Custom Travel Web Applications
 - Mobile Applications
 - Desktop Applications
- Consultancy Services
 - Accounting Services (Outsourcing)
 - Technology Management Services



TravelCompute

Your One Stop Travel Solution



TravelCompute™

TravelCompute™ is a cutting-edge next generation Travel Reservation Platform that integrates everything together relating to travel in one place.

TravelCompute™ empowers you with a myriad of travel content under a single platform to optimize and streamline your travel reservation workflow to bring increased productivity and bigger savings. It integrates Flights, Hotels, Transfers, Sightseeing and more products. The system is able to pull competitive rates from multiple global wholesale suppliers for travel products, thus enabling you to choose the cheapest with the best value.

TravelCompute's enquiry and quotation management modules enable you to generate quotations for customers instantaneously. Its powerful reporting and dashboard capability lets you keep track of daily operations that is displayed in real-time, anywhere and on any device.

Some other features include:

- Ability to connect with multiple GDS providers
- Offers B2B, B2C, B2E, B2B2C and White Label Solutions with an ability to add new Products down the road
- Multiple Languages
- Multiple Currencies
- Ability to maintain and showcase custom inventory, such as direct agreements with hotels, transfer companies, etc
- Pricing and Markup Control
- Comprehensive security and user level permissions management
- Dynamic Packaging - A flexible engine that can mix any product combination from any suppliers dynamically
- Automatic Customer Documentation Generation (Voucher, Tickets, Quotes)
- Customizable Reports - Report Generator
- Social Media Integration



For further information:

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SUTRA TRAVEL MANAGEMENT GROUP is a travel conglomerate. We provide travel related products and services to the global market. We are mindful of our clients' needs. For SUTRA the future is our limit, for as long as there's a tomorrow we shall always be here for our clients.