

COMPANY PROFILE

Collaboration Creates Growth



Email:
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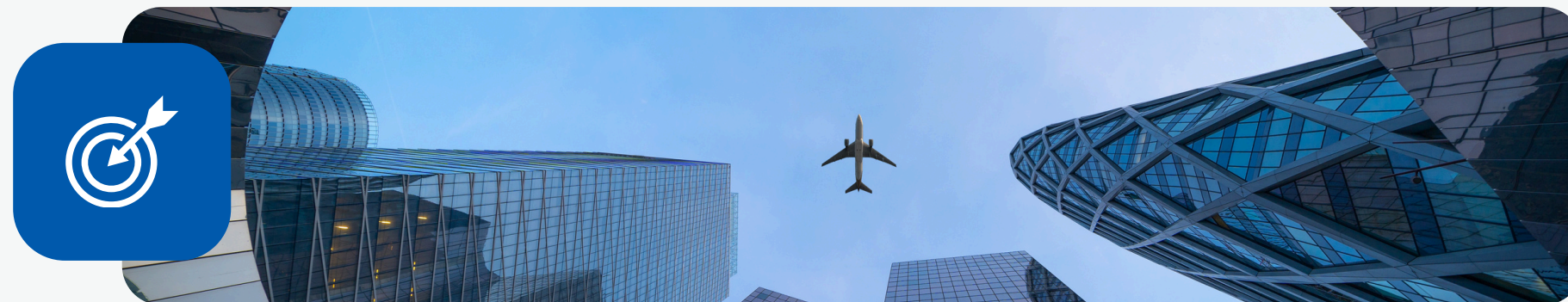
OUR JOURNEY & VALUES

Sri Sutra Travel is one of Malaysia's leading Bumiputera travel management companies, delivering end-to-end, technology-enabled, and customer-focused travel solutions for both corporate and leisure clients. With over three decades of proven experience, Sri Sutra blends innovation, service excellence, and cultural expertise to provide seamless travel journeys that inspire confidence and satisfaction. In addition to travel management, Sri Sutra also offers a wide range of products, packages, and travel-related services tailored to meet diverse client needs.

DEFINING OUR PURPOSE

Vision

To be Malaysia's premier travel management company, empowering businesses and individuals through technology-driven, seamless, and human-centered travel experiences.



OUR CORE VALUES

At Sri Sutra, our name reflects the values we uphold in delivering travel excellence:

S

Service

U

Understanding

T

Teamwork

R

Responsibility

A

Accountability



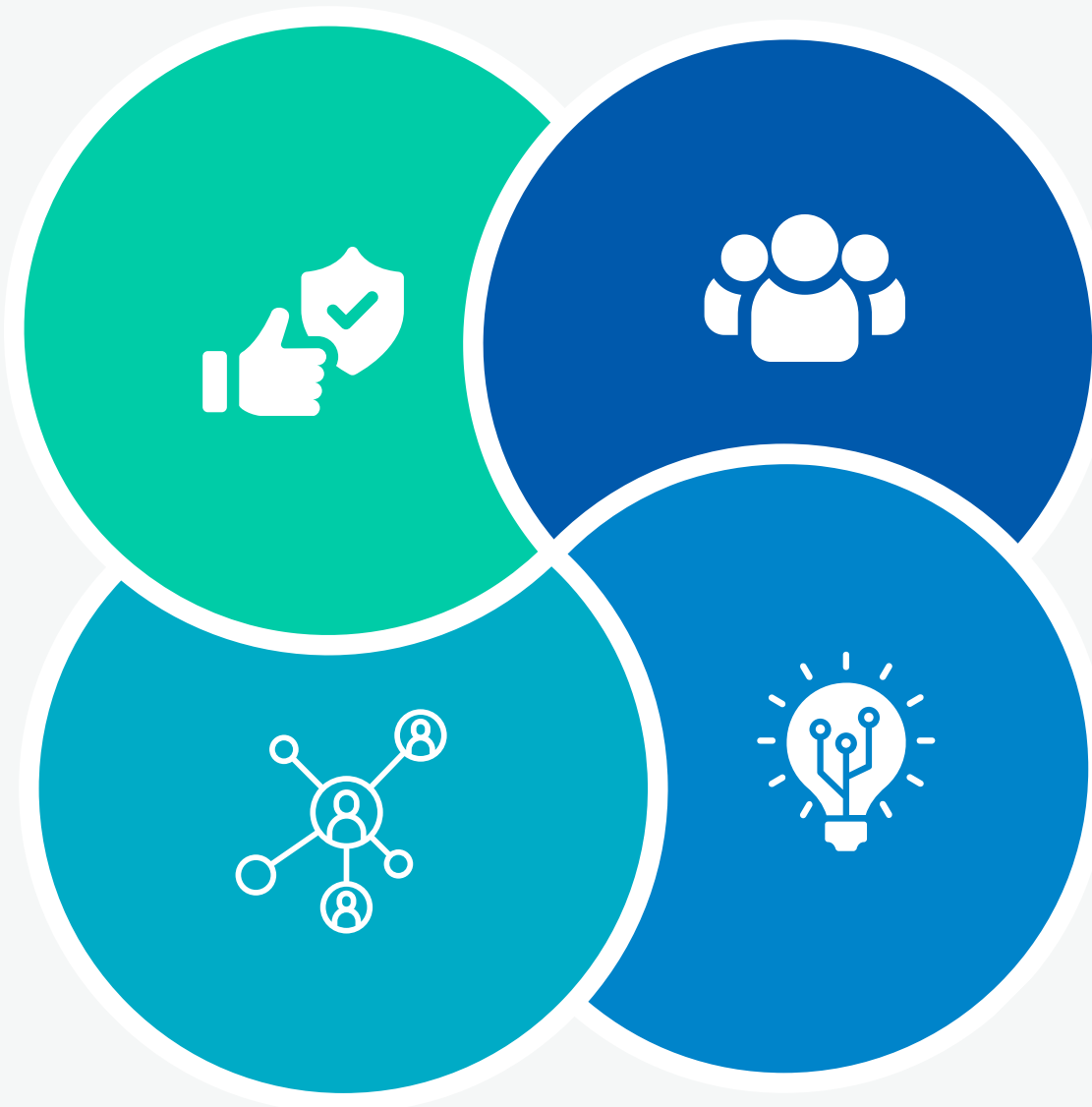
OUR DNA

Reliable

With decades of proven expertise, we are committed to delivering consistent quality, operational excellence, and trusted support at every step of the journey.

Malaysian-Rooted, Globally Connected

Continuously enhancing our TravelCompute™ platform and leveraging emerging technologies.



Customer-Centric

Every journey is designed around client needs, with personalized service that ensures comfort, convenience, and satisfaction.

Innovative

We embrace emerging technologies, continuously enhancing our TravelCompute™ platform and online tools to deliver smarter, faster, and more efficient solutions.

POSITIONING STATEMENT

Sri Sutra Travel serves as a superior Travel Management Company (TMC) offering end-to-end online travel solutions that integrate bookings (air, land, sea), technology, and personalized service—designed for both corporate efficiency and travel excellence.

Technology-Driven Efficiency

Our proprietary TravelCompute™ platform and Sutra.my booking portal streamline travel planning with real-time access to flights, hotels, car rentals, and event tickets. Integrated dashboards, policy compliance, and expense tracking ensure corporate clients save time, reduce costs, and maintain full visibility of their travel activities.

Human-Centered Travel Excellence

Beyond technology, our dedicated travel consultants deliver high-touch support that ensures every journey is seamless, safe, and memorable. From personalized itineraries and risk management to halal-friendly arrangements and multilingual guides, we combine local expertise with global connectivity to elevate the travel experience.





TRAVEL TOOLS AND SOLUTIONS



Corporate travel management

Expense management, policy enforcement, booking fulfilment, duty of care support, risk & crisis monitoring, and strategic reporting



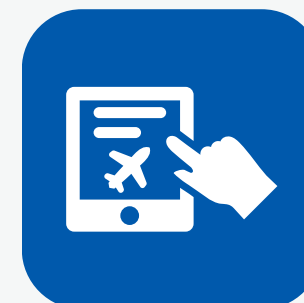
Leisure & tour packages

Honeymoon, family vacations, adventure holidays, educational and cultural tours, MICE, sporting-event packages, and spring-break tours



Technology-Enabled Solutions

Online booking portals, mobile applications, real-time dashboards, and live travel auctions powered by the TravelCompute™ platform.



Sutra.my Online Booking

Real-time access to flights, hotels, buses, car rentals, transfers, tours, concerts, and over 500,000 travel products.

SEE MORE





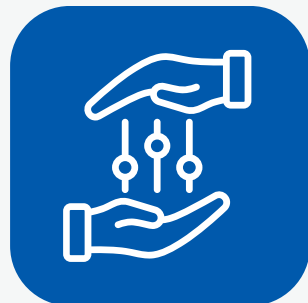
One-Stop Travel Solutions

Bundled services for flights, hotels, vehicles, sightseeing, bus and rail tickets, airport transfers, and event passes.



Support Services

Visa processing, travel insurance, halal food, multilingual tour guides, translators, currency exchange, and entertainment access.



Tailored Corporate Services

Customized travel packages for government, corporate, and leisure clients, designed for convenience and efficiency.



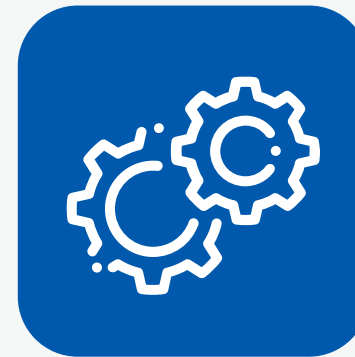
UNIQUE SELLING PROPOSITIONS

We differentiate ourselves through a blend of technology, service excellence, and broad market reach, making Sri Sutra Travel a trusted partner for both corporate and leisure clients.



Comprehensive Travel Capabilities

Holistic solutions that cover business and leisure travel needs, including booking, concierge services, detailed reporting, and travel risk management.



Technology-Driven Infrastructure

Powered by the proprietary TravelCompute™ platform, our robust digital backbone ensures seamless connectivity, real-time reporting, and efficient integration with corporate clients and SMEs.



Expansive Network & Portfolio

A broad travel product portfolio combined with a strong franchise network supports scalable operations and consistent service standards across Malaysia and beyond.

CLIENT CREDENTIALS

Our clientele spans across B2B, B2C, B2G, B2E, and OTA markets, serving the consumer travellers, corporate organizations (both national and global), government ministries, agencies and GLCs, as well as B2B (wholesale). We are also trusted by universities, embassies, and many other institutions, reflecting the breadth and credibility of our client base.



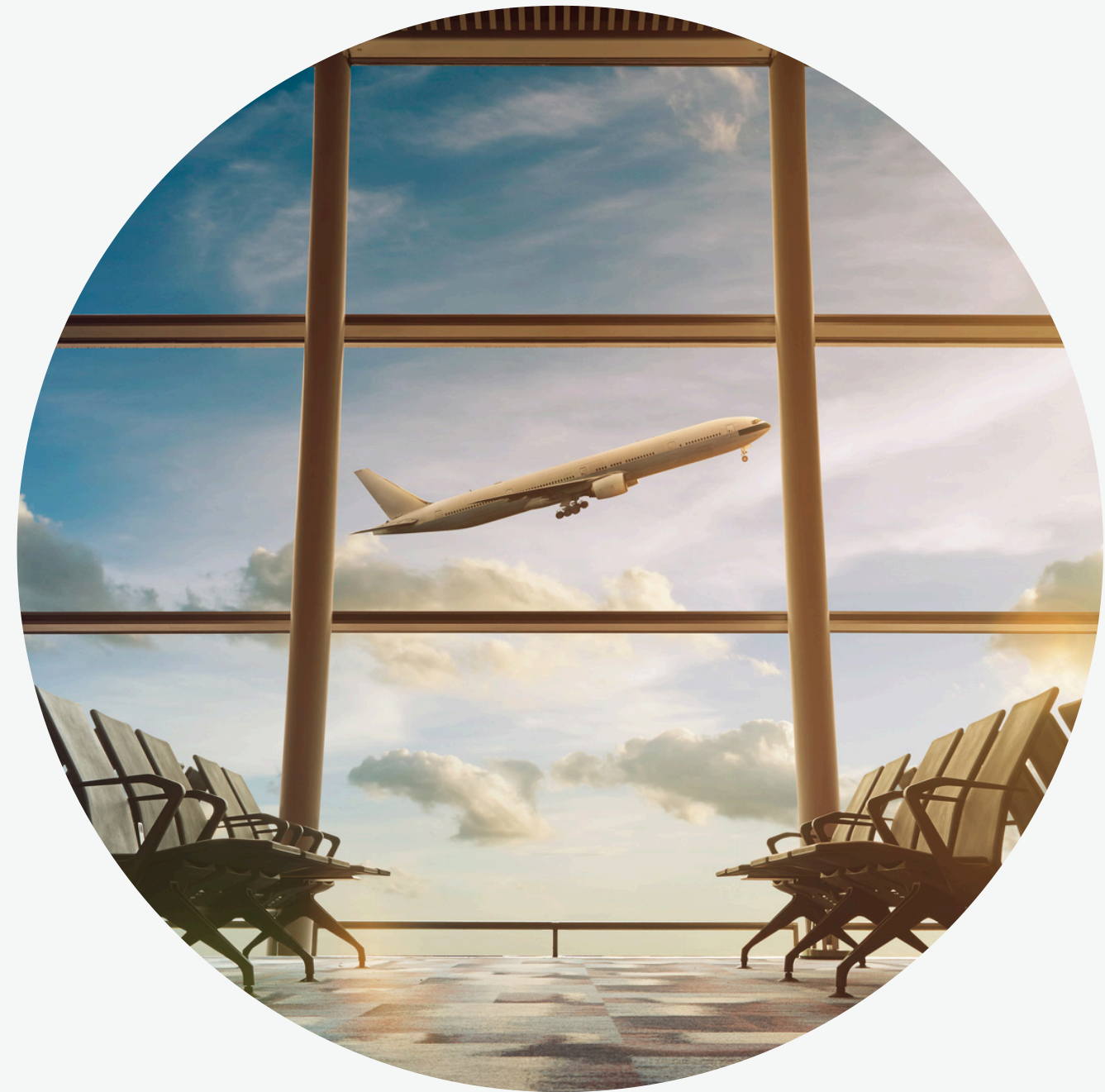
... and many others.



YOUR TRUSTED TRAVEL PARTNER

Sri Sutra Travel combines decades of travel expertise with modern technology to provide end-to-end travel solutions. From corporate travel policy and booking compliance to leisure tour planning and risk management, the agency blends service excellence with digital innovation, backed by strong credentials and a trusted brand presence in Malaysia and the region.

Delivering world-class solutions, Sri Sutra partners with both global and local industry players including Global Distribution Systems, airlines, hotel chains, aggregators, ground handlers, travel apps, and many others. These strong collaborations enable us to provide seamless, competitive, and innovative travel solutions for every market segment we serve.





COLLABORATION CREATES GROWTH

#TravelWithSutra

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