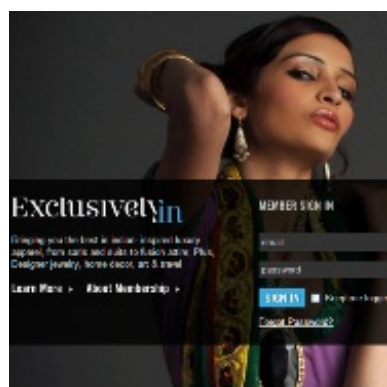


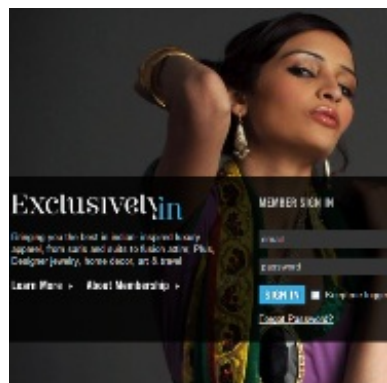
COMMERCE

## Exclusively In extends ecommerce strategy to travel sector

April 14, 2011



By ELIZABETH ZELESNY



Exclusively In is letting its members get discounted rates at

luxury hotels and resorts from India to Thailand at up to 70 percent less than traditional booking methods.

The Gilt Groupe-esque Web site is adding the travel section to its Indian-inspired luxury apparel, jewelry and home décor ecommerce site. The members-only sales are on a first come, first served basis.

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“Our strategy is to provide the global India NRI Diaspora and lovers of Indian culture the opportunity to find premium Indian luxury goods without having to travel to India,” said Kunal Merchant, marketing director at Exclusively In, New York. “Very soon we’ll be

shipping to Britain and Canada, and, of course, in India.”

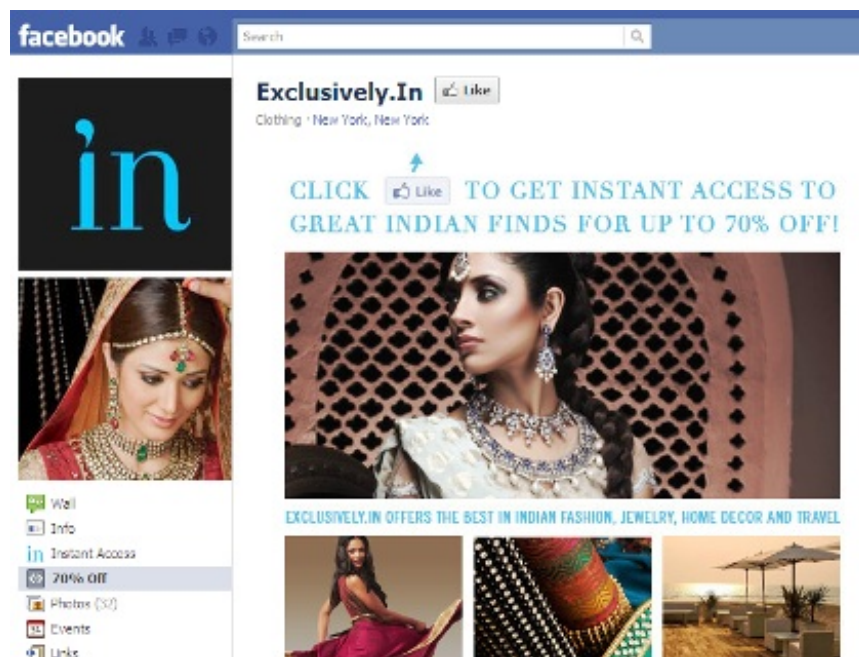
## Facebook steals

The ecommerce destination is located at <http://www.exclusively.in/>.

According to the Web site, more than 65 percent of its members that have bought items on the ecommerce site have made repeat purchases.

Exclusively In is marketing its travel offers via its Facebook page and Twitter handle. Since its launch 10 months ago, the Web site has surpassed 100,000 Facebook fans.

The ecommerce site has implemented Facebook Connect into the social media page, which allows consumers to share their favorite luxury Indian goods and travels on their Facebook page.



## *Exclusively In Facebook page*

Users will also be able to sign-up to become members through their Facebook page using Facebook Connect, expediting the membership process.

Social networking sites such as Facebook and Twitter have become increasingly important for ecommerce Web sites that rely on word-of-mouth to get new consumers.

According to Exclusively In, the ecommerce site is the largest Indian fashion retailer on the social networking site. The site also claims it grows in members 50 percent each month.

Exclusively In's first travel sale offers consumers a “stylish, royal hospitality experience” and an authentic Indian safari adventure.

The ecommerce site has put together four itineraries that consumers may choose from to customize their trip.

The “Palaces to Paradise” travel sale's four itineraries include a stay at Fateh Garh hotel in Udaipur, Rajasthan, a stay at the Singiwana Jungle Lodge located in Kanha National Park

in Madya Pradesh.

Consumers may also choose to stay at Neeleshwar Hermitage, a beach-side resort in Kerala or to stay at Villa Michaela, a villa located in Koh Samui, Thailand.

### Built Gilt

The debut of the Exclusively In travel sector follows suit to the luxury experience site Gilt City.

In fact, Gilt City will be one of the first companies to participate in Facebook Deals, which lets consumers sign-up for deals and share them with friends ([see story](#)).

With Exclusively In's strong social media presence, the site could consider integrating their Asian travel packages through Facebook Deals.

"We are offering these destinations directly to our current members," Mr. Kunal said.

"We've listened to them and there is a significant interest in travel.

"The majority of our selections will be in India, but with our relationships, we're fortunate to be able to provide our members incredible travel offers beyond India," he said.

### Final take

*Does this make sense for Exclusively In?*