



Holiday discovery evolves through video, research and technology

“Oh boy, yet another travel site!” That’s probably what you’re thinking. Trust us, it’s not that bad. There’s a reason we’ve spent 3 years on Layla’s List.

But first, a question. Did you know that the average traveller visits over 20 different travel websites over 9 separate research sessions before making a booking?

And why exactly is it such a procedure for holiday makers to find a vacation?

- Countless property options when they search by category (like beach) or area (like Goa). Now they need to find a way to filter - which in itself takes time and oops... they may filter out some amazing properties and keep in a few not so great ones in. Why? They simply don’t have the tools to make the right decisions.
- And even when they do have a shortlist, how do they get complete & authentic information? They need to visit the company website, trip advisor plus the site that threw up the property in the first place. And they still may not get all the data they need to take a decision. Painful, eh?

The result? Vacationers often miss out on fabulous properties which go undiscovered or get chopped from the final list due to lack of information.

Eureka! (Sorry, Archimedes.) We, at Layla’s List, have solved the problem (or so we think!). Here’s how:



Curated properties
(personally visited by us, or
our highly qualified team)



Professionally shot videos
(including guest and
management videos)



Authentic and complete
info on each property (all
cross checked and correct)



Recognizing the potential of the product to disrupt the way holidays are discovered and properties are showcased, **Microsoft has selected Layla’s List to be part of the top tier in its Bizspark Program.**

Layla's List is founded by Madhura Samarth & Vivek Nathwani, who have cumulative work experience of 40+ years in advertising, video production, finance and management.

Vivek and Madhura are owners of Ripple Digital Pvt. Ltd. with offices in Boston and Mumbai. Ripple is a leader in creating rich content for brands' digital channels. Known for its video creation and design work as well as strategy & written content, Ripple has consistently created business value for its clients as well as produced award winning work. Ripple's list of clientele includes:



"I crave the new in terms of travel. I have scoured the internet to find vacation ideas and realized the need for a product like Layla's List. We have been curating properties for the last 3 years. Each property selected has been personally visited by the Layla's List team. Curated properties in India and around the world will continue to be added in the coming months and years. The barrier to entry is high - properties won't want to shoot videos repeatedly and the lead we have is significant. Our revenue model is robust and we are already monetizing the platform."



Madhura Samarth
Founder, Layla's List

"No product like this exists anywhere in the world. We feel it's because high-quality video on location is too expensive to shoot. We are confident that Layla's List is a product that not only fills a need gap but also delights."



Vivek Nathwani
Founder, Layla's List



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