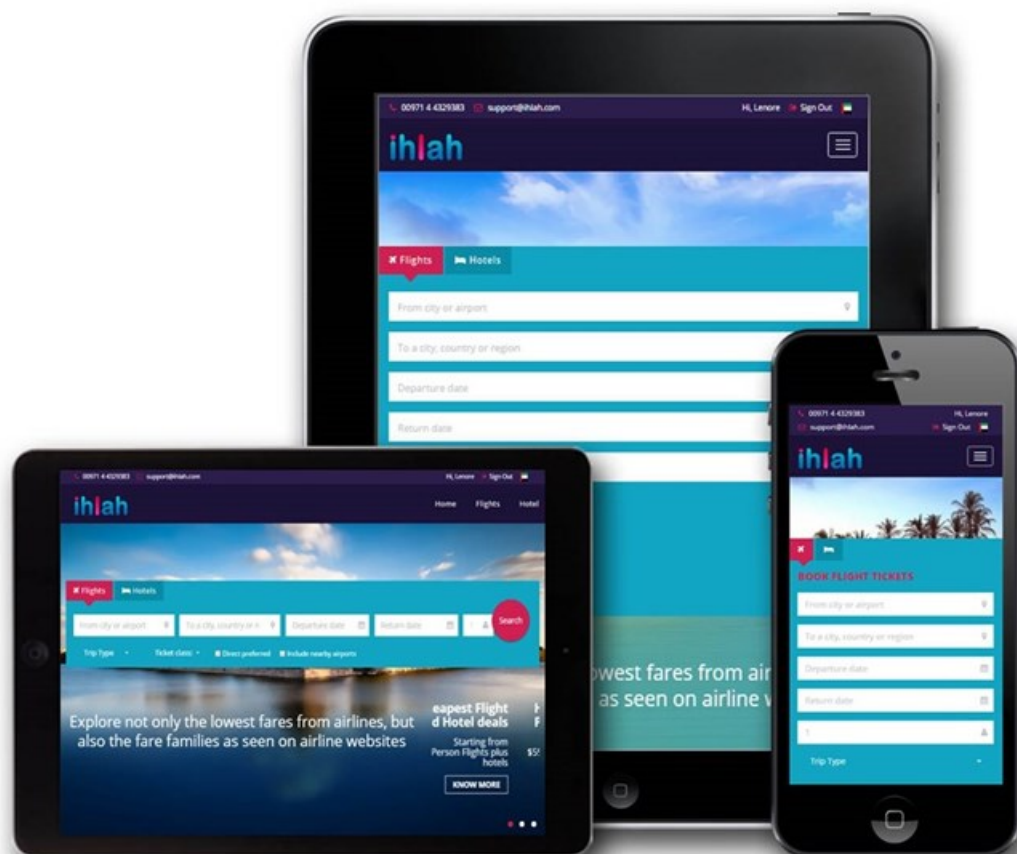


TPConnects to launch IATA NDC based travel search website for Middle East and Africa

TPConnects will be launching ihlah.com, a travel search website accompanied by top-ranked mobile apps for travellers living in the Middle East and Africa region, by the second quarter of 2017.



Ihlah.com or arihlah.com allows travellers to source the best possible flight and hotel deals from various airlines and online travel agencies around the web in one streamlined, convenient and easy to use search engine. Users will be able to search for flights and hotels according to their preference, compare prices and various offers and once selected ihlah.com will take them directly to the source to make the booking.

"Ihlah.com is Africa and Middle East's Region's first travel search site targeting a market of 482 million internet users in the region and 232 million passengers who travel by air. We help travellers with a comprehensive browsing experience to compare flight and hotel options and pricing from various suppliers while keeping shoppers engaged in a single tab. Ihlah.com presents an unbiased comparison of all travel products and prices offered in the marketplace by merchants both local and global and enables shoppers to quickly find the best deal and place to book, whether from an airline, hotel, direct or with a third party aggregator website.

Ihlah.com harnesses powerful yet simple to use technology based on International Air Transport Association's (IATA) New Distribution Capability (NDC) that automates the process of searching and comparing results from hundreds of airline, hotel, and online travel agency websites," said Praveen Kumar, chief technology officer of TPConnects

For registered users, to search and compare travel products on ihlah.com will be offered as free of cost, while it works on a Cost Per Acquisition and/or Cost Per Click business model with airlines, hotels, and online travel agencies.

Ihlah.com initially will be launched for customers based in the Middle East and Africa with worldwide expansion planned towards the first quarter of 2018.

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