

Simplotel bags Startup India award for best startup in travel sector for 2021

The National Startup Awards 2021 was held by Startup India on January 16, 2022. The Govt of India-led initiative selected 46 winners out of 2,177 applicants.

BENGALURU, KARNATAKA, INDIA, January 19, 2022 /EINPresswire.com/ -- [Simplotel](https://www.simplotel.com/), a global provider of technology solutions for hotels, has been awarded the best startup in the travel sector for 2021 by Startup India, an initiative of the Government of India. There were 2,177 applications across 15 sectors & 49 sub-sectors. The Bengaluru-based software-as-a-service (SaaS) company, was one of the three winners out of 67 contestants in the [travel & hospitality space](#).



Simplotel wins Startup India 2021 award for best startup in travel sector (hospitality)

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I'd like to thank all our customers, partners & our team for their constant faith & support. I also thank the Govt. of India for providing such a forum that encourages the spirit of entrepreneurship.”

Tarun Goyal

Simplotel won the award for its hotel e-commerce technology — a website and booking engine solution — that has proven to grow direct bookings for over 2,000 customers across 21 countries.

Simplotel's hotel ecommerce solutions offer independent hotels with technology that was so far available only to the large aggregators. Its solutions provide independent hotels with technology that tracks the visitor's journey on the website and personalizes the web experience for the visitor — the system will also automatically nudge visitors who abandon the booking process, to return to the

website to complete the transaction.

“It is a validation of our mission of simplifying the lives of hoteliers across the world. I would like to thank all our customers, partners, and internal & external stakeholders for their constant faith & support which have helped us in winning this prestigious award. I would also like to

congratulate and thank the Government of India for providing such a forum that encourages the spirit of entrepreneurship," said Tarun Goyal, Founder & CEO, Simplotel.

The event was organized by the [Department for Promotion of Industry and Internal Trade](#) (DPIIT) and was chaired by Shri. Piyush Goyal (Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles). In a symbolic impetus to the country's growing startup ecosystem, honorable Prime Minister of India Shri. Narendra Modi also announced January 16 as National Startup Day.

Simplotel offers straightforward pricing with no hidden charges or a lock-in period. Get in touch with Simplotel for a free website audit!

To learn more about Simplotel, visit <https://www.simplotel.com/>.

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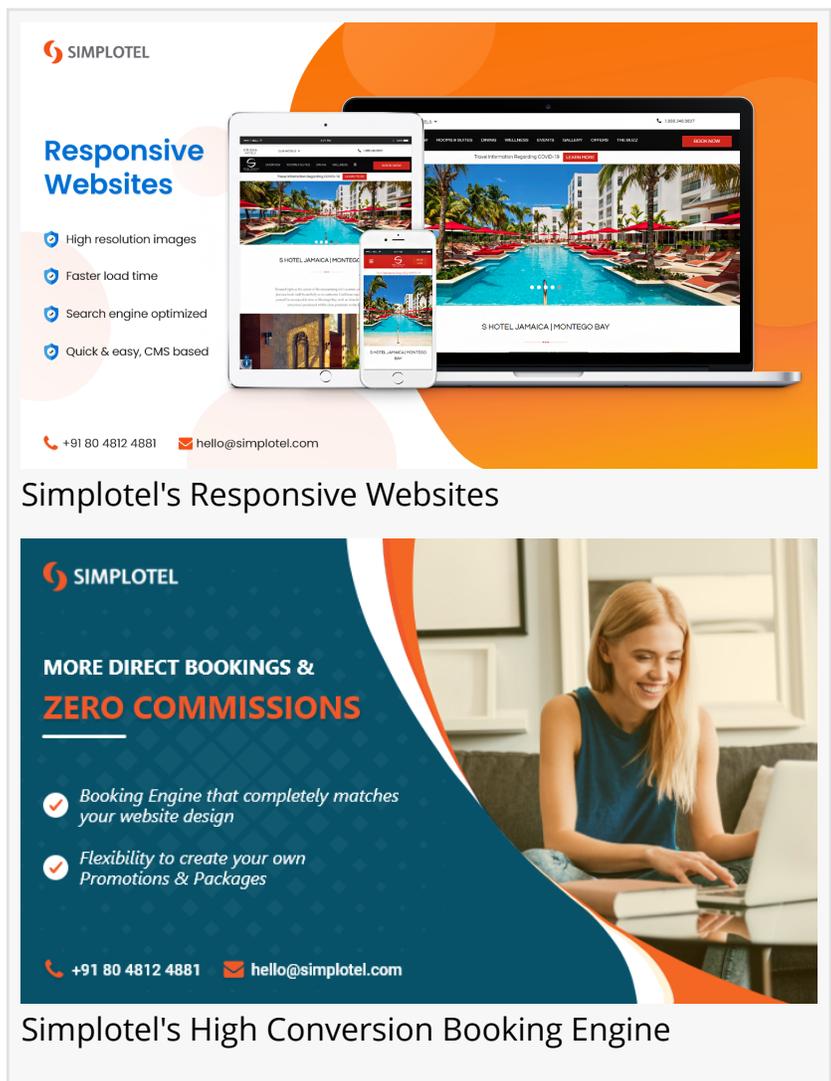
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The advertisement is divided into two main sections. The top section, titled "Responsive Websites", features the Simplotel logo and a list of benefits: "High resolution images", "Faster load time", "Search engine optimized", and "Quick & easy, CMS based". It shows a laptop, a tablet, and a smartphone displaying the Simplotel website interface for "S HOTEL JAMAICA | MONTEGO BAY". Contact information includes the phone number "+91 80 4812 4881" and email "hello@simplotel.com". The bottom section, titled "Simplotel's High Conversion Booking Engine", features the Simplotel logo and the headline "MORE DIRECT BOOKINGS & ZERO COMMISSIONS". It lists two benefits: "Booking Engine that completely matches your website design" and "Flexibility to create your own Promotions & Packages". It also includes the same contact information and a background image of a woman smiling while working on a laptop.

This press release can be viewed online at: <https://www.einpresswire.com/article/560971814>

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