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INDIA ASSIST

REVOLUTIONISING REAL-TIME TRAVEL SUPPORT

Shweta Singh | The CEO Magazine

In today's fast-changing travel landscape, where uncertainties can overwhelm even the best-laid plans, India Assist stands out as a lighthouse of support. Founded by Mr Harish Khatri, India Assist provides on-the-go, 24/7 assistance to travellers, including medical emergency treatment, police support, and lost item recovery. This pioneering platform acts as a lifeline for travellers, providing them with the confidence and security they require on their journeys.

THE SPARK BEHIND INDIA ASSIST'S VISION

The inspiration for India Assist came from Mr Khatri's own travel experiences and his extensive background in the travel and hospitality sector. *"Traveling often shows you the highs and lows of the journey, from exhilarating destinations to the anxieties of unexpected events,"* he shares. Recognising a critical void in real-time support, he aimed to develop a platform that was proactive, comprehensive, and, most importantly, dependable. India Assist was founded on this premise, with the goal of ensuring that every traveller has peace of mind, no matter where they are in the world.

ADAPTING TO THE NEW REALITIES OF TRAVEL

The pandemic has reshaped travel, making health, safety, and flexibility top priorities. Responding to this shift, India Assist's app offers contactless, 24/7 support and enhanced safety features, catering to both leisure and work travellers. *"We designed India Assist to be not just a service but a travel companion that's there in times of need,"* says Mr Khatri. *"Our goal is to take the stress out of travel, especially during unexpected challenges."*



HARISH KHATRI
FOUNDER - INDIA ASSIST

India Assist offers a suite of services designed to address common traveller concerns, providing security and reassurance:

Medical Emergency Assistance:

Providing immediate access to medical support and coordinating with local health facilities to ensure prompt and efficient care.

Emergency Transit Arrangements:

Assisting with travel disruptions by arranging alternate flights, ground transportation, or evacuation if necessary.

Lost and Found Services:

Helping travellers reconnect with lost belongings by coordinating with airports, hotels, and other venues.

Emergency Lodging: Ensuring travellers have safe accommodations during unexpected delays or cancellations.

Police Support: Facilitating interactions with local law enforcement to resolve issues like theft or legal problems.

24/7 Help Desk: A dedicated support line that provides assistance for any travel-related concern at any time.

A UNIQUE APPROACH TO TRAVEL SUPPORT

India Assist distinguishes itself from typical travel services by providing real-time, 24/7 support, localised expertise, and bespoke solutions for each traveller's destination. *"Local support is invaluable when you're in an unfamiliar place,"* says Mr. Khatri. *"We offer not just generic help but solutions that are relevant and practical for each unique destination."*

Despite initial challenges in convincing travellers of its value, Mr Khatri and his team built trust by offering free trials, showcasing real-time assistance, and consistently delivering on promises. Significant investments in AI-powered support systems and a dedicated global team have been critical to ensuring 24-hour availability, allowing India Assist to survive in the competitive travel assistance sector.

LOOKING AHEAD: THE FUTURE OF INDIA ASSIST

Looking ahead, Mr Khatri envisions a brand that will be synonymous with reliable travel support on a global scale. *"We want India Assist to be the first name travellers think of when they need help anywhere in the world,"* he shares. With a focus on sustainable travel, the company aims to shape the future of travel assistance by setting new standards for safety, ease, and reliability. In a world of unforeseen travel delays, India Assist gives peace of mind, allowing travellers to explore without concern.