



TRAVSACK

REDEFINING THE CORPORATE TRAVEL EXPERIENCE

Shweta Singh | The CEO Magazine

As businesses seek more than seamless travel management, Avishkar Yerande is leading Travsack's evolution into a business experience company that designs purposeful corporate journeys, strengthens relationships and supports long-term business success"

For Avishkar Yerande, business travel has never been about moving people from one place to another. Every journey, conference, incentive programme or leadership meet exists to strengthen relationships, engage people, support business growth or achieve a strategic objective. Understanding that purpose, he believes, is what transforms travel from a service into a meaningful business experience.

"I HAVE ALWAYS BELIEVED THAT BUSINESSES ARE BUILT ON RELATIONSHIPS, TRUST AND THE WILLINGNESS TO SOLVE PROBLEMS. THAT BELIEF BECAME THE FOUNDATION OF TRAVSACK. OUR OBJECTIVE HAS ALWAYS BEEN TO TRANSFORM CORPORATE TRAVEL FROM A TRANSACTIONAL SERVICE INTO A STRATEGIC BUSINESS EXPERIENCE THAT CREATES MEASURABLE VALUE FOR ORGANISATIONS."

Avishkar Yerande

Founded in 2019, Travsack (Vitsu Travel Diaries Pvt. Ltd.) was built on this philosophy. With a mission to simplify and elevate corporate travel and business

events through seamless, technology-driven and experience-led solutions, the company aims to become India's most trusted corporate travel, MICE and business experience company, recognised for innovation, operational excellence and exceptional client relationships.

The idea sprang from a very simple observation. As businesses started to demand more than just flight bookings and hotel reservations, many still required partners who could comprehend the reason behind every journey.

Avishkar explains, "Corporate travel is often connected to business expansion, leadership development, employee motivation, customer engagement and strategic planning. Every event has an objective, and every journey should create value. When you understand why an organisation is travelling, you begin to design experiences instead of simply managing logistics."

Built on the values of integrity, client-first thinking, innovation, ownership, excellence, agility and teamwork, Travsack has positioned itself as a relationship-driven partner that combines technology, personalised service and end-to-end execution to help organisations create business experiences aligned with their objectives.

DESIGNING EXPERIENCES THAT DELIVER VALUE

Travsack positions itself as a Business Experience company that brings every aspect of corporate travel and MICE under a single umbrella. Instead of requiring organisations to coordinate multiple vendors, the company provides a single point of contact for planning, execution and on-ground



AVISHKAR YERANDE
FOUNDER - TRAVSACK
(VITSU TRAVEL DIARIES
PVT. LTD.)

management, allowing clients to remain focused on their business objectives. Its services include Corporate Travel Management, Meetings, Incentives, Conferences and Corporate Events, Leadership Summits, Sales Conferences, Annual Meets, Dealer Meets, Employee Engagement Programmes, Reward & Recognition initiatives and end-to-end business travel solutions. From domestic conferences to international incentive programmes, Travsack manages travel, accommodation, venue sourcing, logistics, branding, production, entertainment, visa assistance, ground transportation and complete on-site execution.

“TODAY’S ORGANISATIONS EXPECT MUCH MORE THAN FLIGHT BOOKINGS AND HOTEL RESERVATIONS. THEY WANT PARTNERS WHO UNDERSTAND THEIR BUSINESS OBJECTIVES, COMPANY CULTURE AND THE IMPORTANCE OF CREATING MEMORABLE EXPERIENCES THAT GENERATE MEANINGFUL OUTCOMES. RELIABILITY, RESPONSIVENESS AND LONG-TERM RELATIONSHIPS DEFINE OUR BRAND.”

Avishkar Yerande

Headquartered in Pune, Travsack serves leading manufacturing, engineering, industrial and enterprise organisations across India through a growing team of young professionals and an extensive network of trusted partners across domestic and international destinations.

UNDERSTANDING THE 'WHY' BEHIND EVERY JOURNEY

Travsack’s approach begins with understanding why an organisation is travelling before deciding how the journey should be executed. Whether it is a leadership summit, an annual meet, a dealer conference or an international incentive programme, the focus remains on aligning every aspect of the experience with the client’s business objectives.

Rather than managing individual travel requirements through multiple vendors, the company offers organisations a single point of contact for planning and executing business travel and events. From travel and accommodation to venue sourcing, logistics, branding,

production, entertainment, visa assistance, ground transportation and on-site management, every element is coordinated to ensure a seamless experience.

“Our biggest value addition lies in offering clients a single point of contact for everything related to business travel and events,” says Avishkar. This integrated approach improves efficiency, reduces coordination challenges, helps control costs and ensures consistent quality throughout every project. It allows clients to remain focused on their business goals while Travsack takes complete ownership of execution.

This philosophy also mirrors the evolving expectations of corporate clients. Today, organisations are looking for partners who can combine responsiveness with reliable delivery and an understanding of their business priorities. For Travsack, building long-term relationships is rooted in consistently delivering experiences that create value beyond the journey itself. It wasn’t long before Travsack came face to face with the biggest challenge of its journey.

BUILDING RESILIENCE THROUGH ADVERSITY

Shortly after Travsack began establishing itself, the COVID-19 pandemic brought the global travel industry to an abrupt standstill. Flights were grounded, events were cancelled, and uncertainty affected businesses across the world. For a young company operating in one of the hardest-hit sectors, it became the defining challenge of its journey. Rather than waiting for the industry to recover, Travsack chose to use the period to strengthen its foundations.

Avishkar recalls, *“Like many entrepreneurs, we faced uncertainty regarding business continuity, client commitments and even the future of the industry. But instead of waiting for circumstances to improve, we strengthened our internal processes, redefined our strategy, invested in learning and prepared ourselves for the industry’s recovery.”*

The period became an opportunity to build stronger systems, nurture adaptability, and prepare for changing customer expectations. When business travel gradually resumed, Travsack emerged with greater resilience and renewed confidence.

He shares, *“That experience reinforced one important lesson for me. Successful businesses are not defined by how they perform during favourable times but by how they respond during adversity.”*



LEADING WITH TRUST

Emerging stronger from the pandemic reaffirmed the values on which Travsack had been built. For Avishkar, success has never been measured solely by the scale of projects delivered. It is reflected in the trust Travsack has earned from its clients and the culture of ownership it continues to build within the organisation. He believes that sustainable growth comes from empowering people, listening to clients, and striving to improve with every experience.

He says, *“My biggest accomplishment isn’t simply executing large projects. It’s earning the trust of our clients while building a culture where people genuinely take ownership of outcomes. Sustainable success comes from empowering people, listening to clients and continuously improving rather than becoming comfortable with past achievements.”*

The same philosophy shapes the company’s approach to building its team. Travsack focuses on bringing together young professionals who are willing to learn, take responsibility, and grow with the organisation. While technical skills can always

be developed, Avishkar believes qualities such as integrity, accountability and the right attitude form the foundation of long-term success.

“SKILLS CAN ALWAYS BE DEVELOPED, BUT ATTITUDE, INTEGRITY AND THE WILLINGNESS TO LEARN ARE FAR MORE VALUABLE. WHEN PEOPLE ARE TRUSTED AND EMPOWERED, THEY NATURALLY DELIVER THEIR BEST WORK.”

Avishkar Yerande

That emphasis on trust extends beyond the organisation to clients and business partners. By nurturing long-term relationships and maintaining a client-first approach, Travsack continues to strengthen its network while delivering consistent experiences across corporate travel and business events.

SUCCESS BUILT ON CLIENT CONFIDENCE

Within a relatively short period, Travsack has established itself as a trusted corporate travel and MICE partner for leading manufacturing, engineering, industrial and enterprise organisations across India. Its growing reputation has been shaped by consistent execution, customised solutions and long-term client relationships rather than rapid expansion alone.

The company has successfully delivered corporate travel and MICE programmes across destinations including Singapore, Thailand, Malaysia, Vietnam, Bali, Dubai, Hong Kong and Macau. Its experience ranges from leadership retreats for around 50 delegates to large-scale conferences and incentive programmes involving more than 700 participants. Yet, Avishkar believes the company’s greatest achievement is not the scale of these projects but the confidence clients continue to place in Travsack.

He says, *“These programmes are certainly important milestones. But our greatest achievement is becoming a trusted partner for organisations that continue placing their confidence in us year after year. Repeat business and client referrals remain our biggest measure of success.”*

That belief also shapes how the organisation defines success. Rather than measuring growth through revenue alone, Travsack values lasting relationships, memorable experiences, the development of future



leaders within the organisation and becoming the first choice whenever clients plan an important business event.

TECHNOLOGY WITH A HUMAN TOUCH
Looking ahead, Avishkar sees technology playing an increasingly important role in the future of corporate travel. Travsack plans to embrace AI-driven solutions that simplify processes and improve operational efficiency while continuing to deliver the personalised service clients value.

Artificial intelligence will automate many routine processes and improve efficiency. But creativity, relationship management and strategic thinking will always remain irreplaceable. The future belongs to organisations that combine intelligent technology with genuine human connection.

For Avishkar, technology is not a replacement for people but an enabler of better service. While automation can improve speed and efficiency, he believes lasting client relationships will continue to be built through trust, understanding and meaningful human interaction.

THE JOURNEY CONTINUES
For Avishkar, building a business has never been about achieving quick success. It is about solving meaningful problems, earning trust and creating lasting value for clients, employees and partners alike. Those principles continue to shape both his leadership philosophy and Travsack’s direction for the future.

Advising aspiring entrepreneurs, Avishkar says, *“Focus on solving real problems instead of chasing quick success. Build trust before pursuing profits because strong relationships create sustainable businesses. Be patient, remain adaptable and never stop learning. Leadership is about creating an environment where people perform at their best, customers feel valued and your vision inspires others to grow alongside you.”*

As Travsack looks ahead, the company remains focused on strengthening its capabilities while embracing technology that enhances efficiency without losing the personal relationships at the heart of its business. For Avishkar, growth will continue to be guided by the same values that shaped the company’s journey from the beginning.

“OUR JOURNEY HAS ONLY JUST BEGUN. EVERY PROJECT WE UNDERTAKE IS AN OPPORTUNITY TO CREATE VALUE, BUILD LASTING RELATIONSHIPS, AND CONTRIBUTE TO OUR CLIENTS’ SUCCESS. THAT VISION CONTINUES TO INSPIRE ME EVERY DAY,” HE CONCLUDES.