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Booking.com readies more funds to take on Indian challenge

As Indian operators give it a good challenge with their aggressive couponing and heavy discounting, global travel portal Booking.com says it will have to tweak its business model to adapt to the Indian reality even though that goes against its core capabilities. "Where we are being challenged is that we operate on a model where we take a rate and availability from a hotel/property partner and that is what we display. So the aggressive couponing and discounting our Indian peers adopt is not something that we've a core capability to do yet because of our model. But in environments like India, I think without doing it will be very hard," Booking.com Senior Vice-President and Chief Marketing Officer Pepijn Rijvers said. **PTI**