

eDynamic delivers new eCommerce Website Design & Development project for JetLite

New Delhi, May 16, 2008: eDynamic, a Global IT & Interactive Marketing Services, Consulting Firm today announced the successful completion of Web Design & Development project for JetLite India (www.JetLite.com).

eDynamic, one of the leading IT companies in India was selected to design JetLite's website. The airline has had the distinction of being repeatedly adjudged India's 'Best Domestic Airline' and has won several national and international awards. JetLite – formerly known as Air Sahara, flies to more than 30 cities with 141 flights every day. Faced with challenges of increasing competition online, JetLite determined that they should build a new best of breed website capable of showcasing their branding and driving usage of the site. As a result of efficient benchmarking capabilities and past experience of successful website designs for hospitality industry, eDynamic was awarded the contract to complete this strategic work on time.

As per the requirements of JetLite, website was designed in such a manner that it served as a one stop shop for all information which is usually needed by the customers. eDynamic used creativity and technology to build a unique high end web presence for them. Travelers were enabled to make the transactions online in a swift and easy manner, instant confirmations for ticket reservations were made available to the travelers through email and slow booking engine - the major problem being faced by JetLite, was solved by creating a compelling and easy to use booking engine. This ultimate feature also supported in cutting down the costs of running a help center for the customers. JetLite also needed to ensure consistency of the online medium with offline promotions, offers and communication. As a result, eDynamic team worked with the JetLite's marketing team to understand their roadmap – what campaigns and offers were being rolled out and aligned with their campaign calendar. Since the website has been launched, JetLite has been enjoying steady increase in online bookings through their newly designed website.

“This B2B website design is one of the success stories of eDynamic in its history of designing eCommerce websites. We assure that we will keep on delivering valuable customer service and successful quality work on time” – Subir Singh, VP Sales, eDynamic.

About eDynamic: Established in 1999, eDynamic is a Global Web Solutions Firm. We deliver end-to-end Web solutions & offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, custom application development, Business Intelligence, CRM and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

About JetLite: JetLite (www.JetLite.com) a wholly owned subsidiary of Jet Airways India Ltd., was acquired by Jet Airways in April 2007. Positioned as a Value based Airline, JetLite operates 141 flights, connecting 32 cities (2 international cities) every day. It is the only value based Airline in India to offer frequent flier miles as a partner airline to Jet Privilege.