

## BirdRes partners with Matrix for booking International SIM cards

**New Delhi, April 24, 2012** - BirdRes, the state-of-the-art B2B distribution channel from Bird Group recently partnered with Matrix, the leading service provider of Mobile and Data Solutions to offer International SIM Cards to Birdres customers.

Through this B2B partnership, travel agents registered with Birdres will now be able to sell Matrix SIM cards without any documentation or paper work. The cards will be available through a simple payment process via customer based credit cards and credit limit on their account. This will not only allow them to have easy and quick access to booking but also provide real time booking functionality. Moreover, travel agents will also be able to earn commission on every booking.

Commenting on the partnership, **Ankur Bhatia, Exective Director, Bird Group said**, “We are pleased that Matrix has chosen Birdres as their preferred B2B partner. This partnership will offer Birdres customers an easy access to book Matrix SIM cards for their clients through a simple and hassle free payment process. It will further offer Matrix a large platform to offer their products and services to a wide range of travel agents all over India. At Birdres, we continue to offer flexible and user-friendly solutions to our partners and customers. This partnership with Matrix further strengthens our group’s entity as a leading B2B content distribution channel for the travel industry.”

Also speaking on the partnership, **Gagan Dugal, Managing Director, Matrix said**, “Through this partnership with Birdres, we have entered the B2B space to offer our services and products to a larger customer base. We are hopeful that this collaboration will enhance our sales and also benefit our partner by providing them a hassle free option to procure SIM cards for their clients.”

### About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 6000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world’s leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group’s core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education.

For more details please visit: [www.bird.in](http://www.bird.in)

### About Matrix

Matrix Cellular (International) Services Pvt. Ltd. is the leading provider of complete telecommunication solutions for Indians traveling abroad. Matrix provides services all around the world and has its offices across India. It provides International SIM cards for business travelers, leisure travelers and students in both post-paid and prepaid model. It also offers add-on data packs for using internet on mobile phones as well as data cards for accessing internet on your computer. Matrix has forayed into travel card by introducing Matrix Forex card, designed to give the customer a secure and hassle-free travel experience. The Company was also awarded with the Innovative Product Award – International Mobile Connections and Data Products” by Economic Times Telecom Awards (2011).

For more details please visit: [www.matrix.in](http://www.matrix.in)

**For media queries, please contact:**

**Bird Group**

Sumil Mudgal

Tel: +91 11 30613300

Fax: +91 124 4610667

e-mail : [sum@bird.in](mailto:sum@bird.in)

**Six Degrees Public Relation**

**Neha Vij**

Mobile: +91 9810408014,

Email: [nehav@sixdegreespr.co.in](mailto:nehav@sixdegreespr.co.in)

**Nabanita Bharali**

Tel: +91 8447284457

Email: [nabanitab@sixdegreespr.co.in](mailto:nabanitab@sixdegreespr.co.in)