

GoZayaan acquires travel-tech platform overseas

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Dhaka: GoZayaan has acquired FindMyAdventure in Pakistan recently, making it the country's first travel technology platform to take over a company overseas.

The similarity in geography, internet penetration and user behavior in terms of travel booking is the reason behind the move of acquiring a Pakistani travel-tech platform, the company said in a press release.

"Bangladesh has the potential to create not only local, but also regional or global companies. That is the exactly what we are trying to do. The acquisition unlocks an entirely huge untapped market since Bangladesh and Pakistan together constitute 5 per cent of the world's total population. We are committed to create the future of travel and it starts now," said Ridwan Hafiz, CEO, GoZayaan.

"This brings a new notion of pride to us as the acquisition sets the stage for future deals overseas, leading to an OTA boom in the South Asian market," further mentioned the press release.

To bring tourism into the digital space, the company's rapid technology adoption resulted in 10 times growth over the year 2021 even amid the pandemic.

GoZayaan raised another undisclosed amount of seed extension round for this acquisition, backed by existing investors, Nordstar Partners, Saurabh Gupta, Partner at DST Global and

Alexander Rittweger, Founder of PAYBACK.

In 2021, GoZayaan closed its USD 2.6M seed round which was led by Wavemaker Partners and joined by VCs such as Ratio Venture, 1982 VC, Iterative, Century Oak Capital along with current and former Airbnb Execs. Earlier, Go Zayaan had raised its pre-seed round from BRAC Osiris Impact Ventures.

Since its inception, GoZayaan has been in efforts to find digital travel solutions through their end-to-end automated travel booking system.

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