

Ref no.- KTSL/2025-2026/087

To

The General Manager, Listing Department, BSE Limited, 1 <sup>st</sup> Floor, New Trading Wing, Rotunda Building, P.J. Towers, Dalal Street Fort, Mumbai-400001	The Manager, Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
<b>Scrip Code: 519602</b>	<b>Scrip Code: KELLTONTEC</b>

**Sub: Press Release on Kellton Partners with FutureAge AI Labs**

**Ref: Regulation 30 the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to Regulation 30 of the **SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**, read with the Company's Policy on Determination of Materiality of Events and Information, please find enclosed herewith a copy of the **Press Release titled "Kellton Partners with FutureAge AI Labs to Build Journey, an AI-First B2B Travel Platform – Embeds intelligence across the booking value chain to unlock value for the travel trade ecosystem."**

A copy of the said communication has been made available on the Company's website at [www.kellton.com](http://www.kellton.com)

This disclosure is being made for the information of the Stock Exchanges and stakeholders.

Kindly take the same on record.

***For and on behalf of  
Kellton Tech Solutions Limited***

**Rahul Jain  
Company Secretary and Compliance Officer  
ICSI M. No- ACS62949**

**Date:** March 11, 2026

**Place:** Hyderabad



## **PRESS RELEASE**

### **Kellton Partners with FutureAge AI Labs to Build Journey, an AI-First B2B Travel Platform** *Embeds intelligence across the booking value chain to unlock value for the travel trade ecosystem*

**New Delhi, 11 March 2026:** [Kellton](#), an AI-led digital transformation and technology consulting company, has partnered with FutureAge AI Labs to build **Journey**, an AI-first B2B travel platform for travel businesses. Envisioned as an AI-native digital backbone for the travel trade, the platform embeds intelligence across the value chain—from supplier onboarding and pricing intelligence to booking management, servicing workflows, and post-sales engagement—to make underlying processes more intuitive, predictive, and efficient.

#### **Unlocking Value for B2B Travel Operators**

India's travel sector is accelerating into its next phase of digital growth, and while customerfacing travel platforms have advanced rapidly over the past decade, B2B travel platforms have trailed in comparison. Distribution partners deal with several challenges that include fragmented supplier integrations, time-intensive servicing workflows, limited personalization capabilities and margin compression driven by operational inefficiencies.

Kellton developed *Journey*, a native AI B2B travel platform to bridge the structural gap with a unified operating layer, instead of layering automation on top of legacy stacks, to enable smarter pricing decisions, real-time personalization, streamlined servicing, and more informed decision-making for travel partners. The result is expanded inventory access with a more intelligent decision-making process for travel partners.

**Niranjan Chintam, Executive Chairman, Kellton** said, *"Travel is at a genuine inflection point. The next wave of growth won't be driven by scale alone; it will be driven by intelligence. Having worked with major OTAs, airlines, and airport operators globally, we've seen first-hand the operational complexity that sits beneath the surface of this industry. Journey is being built to simplify that complexity to reduce friction, enhance partner productivity, and enable smarter decision-making across the journey. This is more than a technology platform; it's an intelligent foundation for modern travel businesses."*

#### **Why Journey?**

Travel agents typically spend 1-2 days per booking, searching for ground transport, activities, and inventory across multiple sources. This can involve using multiple logins, accessing WhatsApp groups, dealing with fragmented supplier networks, chasing confirmations, coordinating payments, etc. Most of the effort goes into follow-up, which includes 3–5 customer call-backs on average to close one booking. Furthermore, agents can lose significant margin due to scattered suppliers and opaque pricing.

The *Journey* platform compresses the entire booking workflow duration into less than five minutes. With one platform, one API, and a unified workflow, travel agents can provide prebuilt holiday package itineraries, manage hotel and flight bookings, and use an integrated payment ecosystem with local and international DMCs for hassle-free transactions.

**Nitin Sethi of FutureAge AI Labs, Founder**, added, *“The future of travel distribution lies in platforms that combine scale with embedded intelligence. Journey is being designed to give travel partners access to capabilities that were once limited to larger players – predictive insights, automation, and real-time orchestration. Our ambition is to raise the bar for the B2B travel experience while unlocking new growth levers for the ecosystem.”*

This collaboration reflects a broader shift across India’s travel technology landscape, moving from transaction-led platforms toward AI-driven infrastructure focused on efficiency, experience, and sustainable economics. By combining Kellton’s global digital transformation expertise with FutureAge AI Labs, Journey is positioned to become a forward-looking player in the evolving B2B travel ecosystem.

**Sandeep Kumar, Founder & CEO, Journey**, shared, “The real opportunity in B2B travel isn’t just about widening access; it’s about enabling partners with smarter infrastructure. Journey reflects a long-term vision of bringing together technology depth, operational discipline, and ecosystem thinking into one cohesive platform. We see this as an important step toward building a more resilient and intelligence-led travel distribution network.”

#### **About Kellton**

Kellton is an AI-led digital transformation and technology consulting company with global delivery capabilities. The company partners with enterprises to build scalable digital platforms, modernize operations, and accelerate intelligent automation journeys. With over 2,000 professionals across North America, Europe, the Middle East, and Asia, Kellton delivers solutions across cloud, data, AI, enterprise platforms, and digital product engineering. For more information, visit [www.kellton.com](http://www.kellton.com).

#### **About Journey**

Journey is an AI-first B2B travel platform reimagining how travel agents, tour operators, and distribution partners operate, collaborate, and scale. Built as a unified, intelligence-led operating layer for the travel trade, it embeds AI across supplier onboarding, pricing intelligence, booking and servicing workflows, and post-sales engagement. Unlike legacy platforms retrofitted with automation, Journey is purpose-built to enable smarter pricing, real-time personalisation, streamlined servicing, and data-driven growth. Backed by Kellton’s global digital transformation expertise and FutureAge AI Labs’ venture-building capability, Journey is positioned to shape the next generation of AI-powered travel distribution. For more information, visit <https://partner.journey.in/>