



**Shamel**

# **Company Profile**

Part of Alharfash Group Holding

# ABOUT SHAMEL

Part of **Alharfash Group Holding, ShameL** with fabulous kick-off during ATM in May 2023, has become one of the fastest-growing platforms for travel B2B industry players and reliable partner for many of the travel agents in Kuwait and the whole world to come.

# SHAMEL VISION

To be the **first-choice** corporate partner providing incomparable flight bookings, hotel bookings and hand-made travel and leisure packages in one place shaping the future of corporate travel through cutting edge technology and making it easier for companies travel smart, achieve more and get astonishing travel deal while enjoying flexible booking terms and significantly improve the quality of people's lives.



# WHAT SHAMEL DOES

✓ Your comprehensive B2B travel solution.



Hotel bookings



Umrah packages



Global travel packages



Flight bookings



Additional travel services

✓ Empower partners with advanced tech solutions

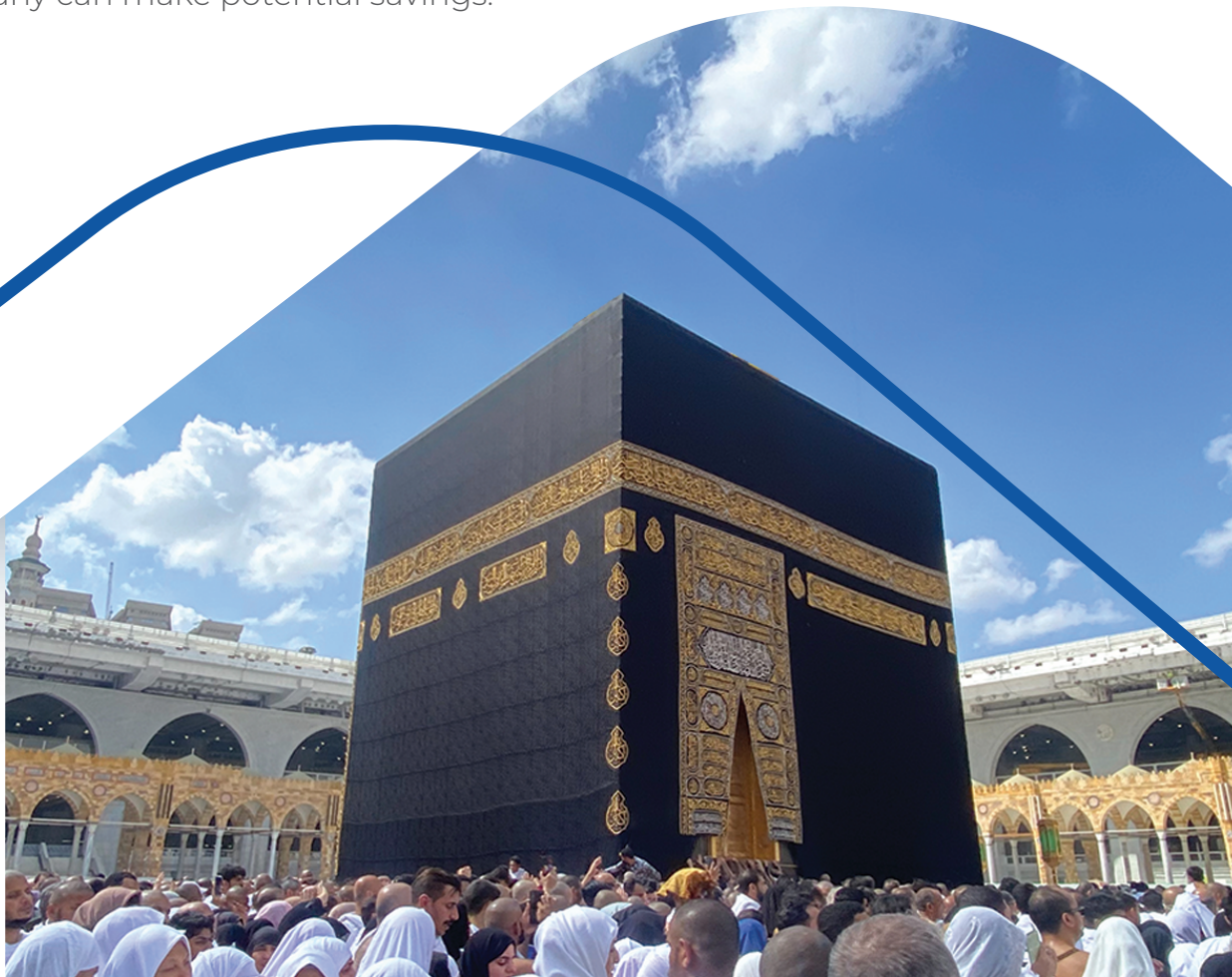
✓ Build trust and empower travel industry; currently locally, regionally, and soon globally.

# WHY SHAMEL

✓ **Top Umrah producer globally.**

✓ **Efficient, cost-effective, and secure bookings**

- Book and manage all your travel in one easy-to-use tool.
- Shamel is designed to save your time.
- With flexible controls and features, Shamel can be tailored to all your needs.
- As you use Shamel website it starts to understand your preferences and gets better and better at recommending options to meet your unique taste.
- No time to waste: Shamel lets the technology does the hard work and streamline your travel management.
- More choices for travelers; Shamel enables you to choose from the world's greatest accommodation selection as well as flights that fits in your budget.
  - More than 1.3 million hotels all over the world
  - All airlines' systems are available on Shamel.
- Shamel reduces your travel spend.
  - With the lowest price guarantee you'll start saving from day one.
  - Shamel automatically tracks your travel spend, showing you where your company can make potential savings.



# STRATEGIC PARTNERSHIPS

- ✓ **Shamel is a strategic partner with global suppliers:**
  - Global chains
  - Top worldwide bed bangs
- ✓ **Shamel is an official partner with the key Tourism Board in the Gulf**
  - STA
  - DCT
- ✓ **Shamel is in an operational partnership with following:**
  - Genesys Cloud CX with advanced tools like CSAT
  - Microsoft Power BI for data analysis
  - Juniper
  - Fresh Desk
  - SAP



THANKS FOR  
**BEING WITH US**

## GET IN TOUCH

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22220299



Kuwait, Fahad Al-Salem St.,  
Kuwait Tower, Floor 36



[operations@shamelonline.co](mailto:operations@shamelonline.co)  
[www.shamelonline.co](http://www.shamelonline.co)



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