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One Rep Global will be setting its niche in the luxury and ultra-luxury space: Hemant Mediratta

Speaking on the future of One Rep Global, its Founder, Hemant Mediratta, said that there is a huge untapped potential in the Indian market for niche ultra-luxury travel products.

P Krishna Kumar ETTravelWorld December 17, 2021, 18:03 IST



Hemant Mediratta, ex-Oberoi top brass, who set up his own travel representation venture, One Rep Global, has said that the company will be looking at creating its niche in the luxury and ultra-luxury space in the India and Middle East market. Within a year of setting up the sales and representation company, Mediratta has been able to enlist the most sought-after luxury and ultra-luxury travel brands of the world as clients.



“If we could get 14 clients despite the global pandemic, it clearly shows the potential in the market,” said Mediratta explaining the USP of each ultra-luxury brand he will be representing here in India and the Middle East market.

One Rep Global has opened offices both in India and Dubai already.

The clients in the list include the likes of Caesars Palace, an ultra-luxury hotel in Dubai; private jet company, Air-Dynamic; luxury Villa brand, Offbeat; [Antara Luxury River](#) cruises; Bear Luxe Hotels Japan, among others.

India will soon have a considerable

share in the global luxury travel market: TAAI President

Jyoti Mayal, President, TAAI speaking on luxury travel sector said that the industry needs more technical tie-ups and joint ventures to raise the existing standards and work in collaboration with foreign partners.



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Mediratta feels that there is huge untapped potential in the Indian market for niche ultra-luxury travel products. There is a lack of education and awareness about such products in the Indian market, he expresses. India, according to Mediratta, is churning out new millionaires every day and has one of the third-highest numbers of billionaires. The number of unicorns emerging out of India is also quite large compared to any other country in the world, he says.

“There is wealth in the market and people have the hunger to spend on luxury experiences. The gap exists in proper communication,” he informs. Understanding that gap, One Rep Global will be focusing on filling that gap in communication. “Our job will be to educate the [travel trade](#) first who will communicate with the end consumer,” Mediratta said, defining his team’s role.

For One Rep Global, the vision is to emerge as a one-stop-shop for global luxury and ultra-luxury products that are looking for a fair share of the Indian HNI market. “We want to be the first port of call for such brands,” he said. Once the Covid-19 scare is behind, Mediratta has plans to organise roadshows to reach out to the trade-in India with his bouquet of luxury and ultra-luxury clients.

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