

# MakeMyTrip and Google Cloud Partner to Deliver Faster, Simpler Planning and Booking for Millions of Travellers

*Myra platform gets better at personalizing trip-planning in regional Indian languages with Gemini, Vertex AI, and Google Maps*

**DELHI, Oct. 8, 2025**— MakeMyTrip, India's leading online travel company, and Google Cloud today announced a partnership to enhance MakeMyTrip's Myra platform, with the goal of making bespoke travel planning and booking more intuitive and accessible to all travellers.

By harnessing Google Cloud's advanced AI capabilities, MakeMyTrip's platform will create and refine personalized itineraries based on travellers' preferences and requirements, drawing on reviews, maps, and other grounded sources of information, with greater accuracy and efficiency than current chatbot-based planners.

New AI-powered features in Myra include:

- **Intuitive destination discovery:** Myra will help travellers discover new destinations based on their unique travel preferences and the "vibe" they would like to indulge in during their trips – such as adventure, romantic, wellness, tranquility, pilgrimage, and more. This is made possible by the integration between Myra and Google applications and sources of information, including Nearby Search, Maps, Places API, Gemini, and grounding in Google Search and Google Maps. Myra will also suggest relevant insights to travellers based on popular trends in their destinations of interest, including the local weather, cuisine, popular activities, and commute options, delivering a rich and context-aware trip itinerary.
- **Personalized traveller itineraries:** MakeMyTrip has developed its own custom AI models and algorithms to help travellers plan their daily itineraries using a combination of Google's advanced family of models, including Gemini, light-weight and open models like Gemma, and state-of-the-art image and video generation models like Veo and Imagen. These enable travellers to optimize their trips within constraints such as budget and duration, delivering robust and personalized itineraries.
- **Multimodal trip planning:** MakeMyTrip and Google Cloud aim to reimagine traveller experiences by enabling hybrid modes of communication, including text, audio, images, and video at relevant points in a conversational, trip-planning flow. The powerful language capabilities of Google's AI models also enable Myra to assist travellers with voice support in vernacular languages. Imagen and Video help create visual representations of the trip bringing it to life. And grounding on Google Maps ensures rich, accurate place data.

"Planning and booking travel has become increasingly complex, with travellers expecting more choice, faster service, and experiences tailored to their unique preferences and constraints," said Rajesh Magow, Co-founder and Group CEO, MakeMyTrip. "Our goal has always been to remove that complexity and make every step of travel simple, personal, and stress-free for all Indians, regardless of destination or budget. Our partnership with Google Cloud allows us access to AI capabilities that will let us innovate faster, personalize at scale, and introduce new features that keep improving over time so we can deliver delightful journeys for our millions of customers."

"Online travel is one of the most demanding and fast-moving spaces, where customer expectations are constantly rising," said Karan Bajwa, President, Asia Pacific, Google Cloud. "MakeMyTrip's strategy to put AI at the core of its platform addresses these challenges head on. By combining the company's deep understanding of travellers with our generative AI and richer content capabilities, it is creating more personalized and seamless experiences, while building a flexible foundation for future innovation."

## About MakeMyTrip

MakeMyTrip Limited is India's leading online travel company, with a vision to become the most comprehensive and trusted platform for travellers and partners alike. We are driven by world-class technology, industry-first innovations, and deep consumer insights. Over the 25-year journey to date, we have more than 83.2 million lifetime transacted users.

We own and operate several well-recognized online brands, including MakeMyTrip, Goibibo, and redBus. Through our primary websites— [www.makemytrip.com](http://www.makemytrip.com), [www.goibibo.com](http://www.goibibo.com), and [www.redbus.in](http://www.redbus.in) — and mobile platforms, travellers can research, plan, and book a wide range of travel services and products, both within India and overseas. Our offerings include air ticketing, hotel and alternative accommodations, holiday packages, rail ticketing, bus ticketing, taxis, forex services, and ancillary travel needs such as third-party travel insurance and visa application processing.

## About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale

infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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