

ShareTrip evolves into a lifestyle brand with the launch of ST Pay

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Online Desk: Travel tech platform ShareTrip is well on its way to evolve into a lifestyle brand with new and innovative features, including ST Pay (ShareTrip Pay), first of its kind introduced by any travel management company in Bangladesh.

ST Pay comprises a number of beneficial financial tools, which will add dimensions to user experience. They have also introduced an array of new features including vouchers, shop, mobile recharge, pay bill and much more.

ShareTrip also announced a second round of investment from the Startup Bangladesh Limited (SBL). This was revealed during the grand celebration of ShareTrip's 4th anniversary.

On the occasion of its 4th anniversary, ShareTrip organised a event at the Grand Ballroom of Hotel Sheraton Dhaka on Sunday. State Minister of Information and Communication Technology (ICT) Division Zunaid Ahmed Palak graced the occasion as Chief Guest along with Md. Shamsul Arefin, Secretary of the Information and Communication Technology (ICT) Division as the Special Guest while Sami Ahmed, Managing Director & CEO of Startup Bangladesh Ltd was present as the Guest of Honor.

All the senior officials from airline partners, hotels, payment partners and corporate partners were also a part of the event.

In addition to meeting all the necessities of the globetrotters, ShareTrip has been taking multi-faceted steps to turn it into a lifestyle brand. In continuation of its efforts, ShareTrip recently revamped its website, packed with an array of innovative new features for redefining the travel experience.

Zunaid Ahmed Palak said, "ShareTrip has been making significant contributions within the country's tourism sector by seamlessly aligning travel with technology; and now, they are working to expand their horizons and introduce an array of lifestyle features ensuring convenience from all aspects."

Startup Bangladesh Limited(SBL), Bangladesh Government's flagship venture capital backed by the ICT Division, has once again invested in ShareTrip, leveraging its success from 2022. This strategic investment aims to strengthen ShareTrip's market position through the introduction of its new service portfolio, ST Pay.

Sadia Haque, Co-Founder & CEO of ShareTrip, said, "Our journey has been a relentless pursuit of global milestones and transforming travel experiences for everyone. ShareTrip is evolving into a comprehensive travel and lifestyle brand, scripting exciting new chapters in our story."

At the end of 4th anniversary celebration, valuable partners were recognised for their continued support of ShareTrip. A total of 43 awards in different categories, including airline, hotels, agents, financial institutions, corporate, telco, etc., were bestowed on ShareTrip's partners.