



9th Edition 2025



29th September



The future of independent hospitality is being reshaped, and ZUZU Hospitality is leading the charge.

We are delighted to announce that ZUZU Hospitality, a Velocity Ventures portfolio company, has secured US\$5.9 million in a Series B-Extension round, with participation from long-time backers Wavemaker Growth, Vulpes Ventures, Velocity Ventures, and new investor Latin Leap.

Founded in 2017 by Vikram Malhi, a former Expedia executive, ZUZU has established itself as Southeast Asia and India's largest revenue management and distribution platform for independent hotels. This latest round of funding will accelerate the development and rollout of RevMate, ZUZU's proprietary AI-powered revenue management platform, and expand its reach to thousands of hotels across the region.

## **Why This Matters for Independent Hotels**

Independent hotels are the backbone of Asia's hospitality sector, yet they often lack the resources and expertise of large chains. While global brands deploy sophisticated revenue management teams and AI tools, independent hoteliers have traditionally relied on manual processes and gut instinct to set pricing and distribution strategies.

ZUZU is changing that. Its RevMate platform, trained on proprietary datasets from over 3,000 hotels, brings the same level of precision and intelligence to independents as a global chain but fine-tuned to their unique context. By leveraging this "data moat," ZUZU can optimize pricing decisions, forecast demand more accurately, and automate strategies that directly translate into stronger performance.

The results speak for themselves: ZUZU's hotel partners have already seen an average 8x return on investment and 30-40% growth in occupancy rates. Properties that once struggled to keep pace are now outperforming their markets.

## **The AI Advantage in Hospitality**

The broader Travel & Hospitality sector is undergoing its most profound transformation since the internet era. McKinsey estimates that AI could generate over US\$400 billion annually across travel and hospitality, primarily by driving intelligent pricing, hyper-personalization, and operational efficiency.

ZUZU is positioned at the forefront of this transformation. By building AI capabilities on top of a unique dataset focused on independent hotels, ZUZU isn't just leveling the playing field, it's giving independents a competitive edge.

As Vikram Malhi, Founder & CEO, noted:

"Our mission has always been to empower independent hoteliers - the heart of this industry - who lack the resources of large chains. The foundation of this mission is our unique data advantage. With RevMate, we're excited to empower thousands of hotels to thrive in this new era of travel."

## **Investor Conviction and Collaboration**

The participation of existing investors in this round underscores strong confidence in ZUZU's direction. Importantly, Wavemaker Growth has reinforced not just its financial backing but also its operational partnership in scaling ZUZU's go-to-market efforts.

As Shiv Choudhury, Founding Partner of Wavemaker Growth, shared:

“Southeast Asia’s hotel market is growing fast and is highly fragmented, with a large chunk of it being independent hotels. These hotels don’t have the technology and expertise that big chain hotels have in revenue and property management. ZUZU democratizes access to top-notch technology and AI with its simple all-in-one tech stack, helping these hotels maximise revenue and secure their fair share of demand from online channels. This ensures a very high satisfaction and stickiness with hotels, and growth of 30-40% in occupancy rates.”

At Velocity Ventures, we share this conviction. As Asia’s first sector-focused venture capital firm dedicated to Travel & Hospitality, we invest in transformative solutions that shape the future of the industry. ZUZU’s trajectory reflects exactly why we back bold founders at the intersection of technology and hospitality.

### **Velocity Ventures’ Perspective**

For us at Velocity Ventures, this milestone is more than just a successful fundraising round. It’s a validation of our **sector-focused thesis** that Travel & Hospitality is ripe for technology-driven transformation, and that independent players, often overlooked, are among the biggest beneficiaries of innovation.

By continuing to support ZUZU alongside partners like Wavemaker Growth, we reaffirm our belief in the power of AI to redefine the future of hospitality, and in founders who bring vision, grit, and execution to make it happen.

### **Closing Note**

ZUZU’s Series B-Extension marks an important chapter not just for the company, but for the entire ecosystem of independent hotels across Asia. It demonstrates how technology, when paired with deep sector expertise and investor conviction, can unlock opportunities once thought out of reach.

At Velocity Ventures, we are proud to play a role in this journey. **Powering Travel & Hospitality** with innovation that truly makes a difference.

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