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Brilliance Success Progress

P R O F I L E

B.S.PRASHANTH (BSP)

Managing Director

Safe Wheels Group of Companies

*When you employ someone, you give them a livelihood
When you empower someone, you change their life*

B.S. Prashanth is a well-known name in the service sector of Mysuru.

He is a national award winning entrepreneur who is doing a remarkable work in the travel sector. Born on 19th August, 1974 in Bettaloor, he is a proud son of Smt. Akkamahadevi and Late Sri Shivanand. He has completed his masters in Journalism (M.A.) at the prestigious University of Mysore.

Being a travel enthusiast himself, he saw the need to nurture the travel industry in the tourists' favourite city, Mysuru and started his dream venture, Safe Wheels Tours and Travels in 1999. It was the first company to start a 24/7 cab service in Mysore. Since 25 years, Safe Wheels has been providing quality services and hassle free travel solutions to the people in and around Mysuru. It was started as a small setup which had only 2 staff & now has nearly 9 Ventures and 50+ eminent employees.

THE
**NEXT
LEVEL**
ANNUAL MEETING OF
SAFE WHEELS GROUP

**Safe
Wheels**
GROUP OF COMPANIES

TEAM
SAFE WHEELS GROUP
2026



TOGETHER WE **BUILD**, TOGETHER WE **GROW**.

Spice Trip, a full-fledged travel agency offering independent, worldwide travel was started in 2009. He started Alliance Square, a real estate company which offers the best investment opportunities in Mysuru. Kapila Riverfront, a luxury farm villa was built and inaugurated in 2023. Safe Wheels Group of Companies has a plenty of ventures under its name.



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In 2007, he produced and created a tourism film called Visit Mysuru and it won the National Award by the Ministry of Tourism, Govt. of India. Award was given by the then President Sri Ramanath Kovind.



He formed Mysore Travel Agents Association, now renamed as Mysuru Travels Association, which brings together the whole travel sector of the city under one roof. He has played a vital role in promoting Mysuru as a major tourist hub. He is the founder president of "Let's Do It! Mysore", a unique Social responsibility movement which was started to promote a clean and hygienic environment in Mysore city. He has also started Visit Mysuru, a social media initiative aimed at promoting tourism and hidden tourist places of Mysore. Recently, a video called Mysuru Dasara was launched. This tourism film shows the grandeur and royalty of Dasara and it is aimed to reach people internationally.



He is the man behind some mega events like Mysuru Shopping Festival, Winter Festival, Open Street Festival, Mysuru Travel Mart etc. Most of these events were arranged during Dasara and they brought a whole new look and charm to the festival. He had conducted a mega cleaning event called 'The Big Day' even before the concept of Swacch Bharath came into existence. The event was arranged from "Let's Do It! Mysore". That day, every nook and corner of the city was cleaned by thousands of people. It was the event which actually created awareness about cleanliness among Mysurians.



He is the president of Federation of Organisations and Associations of Mysuru, which was formed during the pandemic outbreak. It aims to address the issues of all the industries and act as a link between industries and government authorities. He is also a part of many other organisations and associations.

With an experience of over 25 years in the industry, Mr. Prashanth believes that there is nothing to stop him from trying new things with the support of his team. He has come a long way working to his success and believes that he has a long way to go.



SOCIAL

Below are the current positions held by BSP in the Social Circle

President

Federation of Associations
& Organisations of Mysuru

Past President

Mysuru Travels Association

President

Mysuru District Travel Owners'
Multipurpose Co-operative Society

President

Let's do it! Mysuru

Founder Director

Karnataka Tourism Society

Past President

International Lingayat Youth Forum
Mysuru Chapter

Past President

SKAL International Mysuru

Treasurer

Mysuru Cricket Club

Executive Committee Member

Karnataka Tourism Society

Executive Committee Member

Karnataka Tourism Forum

Executive Committee Member

Bus & Car Operators Confederation
of India (BOCI)