



Now plan bus journeys with iXIGO.com

Leading travel search engine to offer best deals on bus journeys across India

New Delhi, September 11, 2008 – iXIGO (www.ixigo.com), India's fastest growing online travel search engine today announced the launch of its bus search tool, enabling search, comparison and booking of bus tickets from multiple bus operators and bus booking sites in India.

iXIGO's bus search tool available at www.ixigo.com/buses aggregates hundreds of private bus operators spread over 500 towns and across 2300 routes. iXIGO compares bus travel options ranging from non-AC buses to luxury sleeper buses and air-conditioned Volvos, allowing travelers to search using various parameters such as timings, amenities and price. Once the user selects the best deal on iXIGO, he or she is redirected to the checkout page of the bus booking sites, where the transaction is completed.

iXIGO has partnered with Ticketvala, redBus and TicketGoose, India's leading online bus booking sites, to enable the online bus ticketing. Speaking on the partnership, Phanindra Sama, CEO of redBus said, "We are delighted to be associated with India's leading travel search engine. Their meta-search technology adds value to our bus ticketing capabilities." Haranath Lokanadham, CEO of Ticketvala added, "We have immense faith on iXIGO's top-rated product and team. Together, we can offer more value to travelers searching for buses as a part of their journey in India".

Announcing the launch of the service, Alope Bajpai, Founder & CEO of iXIGO said, "There is huge potential in [online bus booking](#) and we will work with our partners to search a wider base of bus operators and offer Indian consumers a more comprehensive and usable bus ticket search engine over time."

iXIGO's pioneering approach to online travel aggregates information from multiple travel websites enabling travelers to save time and money by searching more efficiently and comprehensively. For its partners, iXIGO's business model generates qualified leads from focused travelers. Earlier, iXIGO has launched India's biggest [hotel booking](#) search, featuring 6000+ hotels from over 400 cities in the country, and India's most comprehensive direct-booking [domestic airfare](#) search. The website has posted a month-on-month growth of 20% in search traffic and has recently received seed financing from BAF Spectrum, Singapore.

ABOUT iXIGO.com:

iXIGO.com ® is India's leading online travel search engine based out of Gurgaon. Launched in June 2007 by an entrepreneurial team of young IITians and INSEAD MBAs, iXIGO.com has been recognized as a NASSCOM Top-100 Innovator and BusinessToday and WSJ-Mint have named it among India's hottest startups for its unique market approach, product usability, and passionate management team. For more information about iXIGO, visit www.ixigo.com.

Media Contact

Shudeep Majumdar

The Practice

Email: shudeep@the-practice.net

Mobile: +91 93502 68439