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NASSCOM names iXiGO.com among most innovative companies

Early-stage travel search startup breaks into India's Top 100 in innovation

New Delhi, India – December 19, 2007 – India's National Association of Software & Services Companies (NASSCOM) has chosen iXiGO.com, India's leading travel search engine, among India's most innovative technology companies, "100 IT Innovators 2007". This is a showcase list of India's large, medium and small organizations that have made innovation an important part of their growth strategies. NASSCOM recognizes such companies annually in its 100 Innovators list as a part of its ongoing efforts to promote product research and development that will help India move up the value-chain from services to products.

iXiGO.com, a travel search engine launched in June this year, is one of the very few "startup" innovators and certainly the youngest company on the list, which includes leading established names in the Indian and International IT industry, including Infosys Technologies, Tata Consultancy Services, Wipro Technologies, Reliance Communications, and Media Labs Asia among others. The only other online companies in the list are BharatMatrimony, a leading online matrimony classifieds site and MakeMyTrip.com, India's largest online travel agency.

iXiGO.com's unique market approach, product usability, and passionate management team have been key contributors to its path-breaking success. "At iXiGO.com, our mandate is to innovate in every aspect of the product, be it design, speed, accuracy, transparency or overall user experience. We have consistently set new benchmarks on all these fronts, not just in India, but globally. We believe that Innovation and India can be synonyms", said Rajnish Kumar, Co-founder and VP, Technology. Rajnish is an IIT Kanpur graduate who came back to India with his ex-colleagues to launch iXiGO from their shared apartment's living room in Gurgaon.

"We are changing the rules of the game. In what was considered a competitive online travel vertical, our disruptive business model has created new market space and created a blue ocean, where we are able to deliver more value to both our suppliers (airlines) and users", said Alope, Founder-CEO, an INSEAD MBA, IIT Kanpur alumni and avid world traveller.

According to NASSCOM, companies such as iXiGO.com "have managed to stand out and differentiate themselves in highly competitive, often adverse market conditions and carved a niche for themselves using breakthrough technological products and novel market initiatives." NASSCOM will also be celebrating the innovators by releasing a book profiling the '100 IT Innovators' at its India Leadership Forum 2008, to be held in Mumbai in February, 2008.

About iXiGO

[iXiGO](http://www.iXiGO.com)® (a registered trademark of Le Travenues Technology Pvt. Ltd.) is India's leading Travel Search Engine, providing unbiased & comprehensive real-time airline fare search for [Indian](#) travelers. iXiGO was recognized as one of India's top six online companies in India at the [Proto.in](#) and chosen by Red Herring as one of the finalists for the Red Herring 100 Global Awards 2007. For more information please visit <http://www.iXiGO.com>.

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