



## **iXIGO.com Launches India's First Travel Deals Search**

*Search across online travel deals, promotions, discounts & cash-backs*

**New Delhi, June 22<sup>nd</sup>, 2010** – iXIGO.com, India's fastest growing travel site, has announced the launch of an innovative product for searching across all online travel deals in India. The product, launched at [www.ixigo.com/deals](http://www.ixigo.com/deals) provides a powerful search engine that compares hundreds of special offers, promotions & deals for flights, hotels and vacations from all major travel sites across airlines, hotel chains & vacation package sellers.

iXIGO's deal search allows a quick search across all online travel deals for search terms of interest to travelers, including searches by destination names (e.g. "Bangkok" or "Goa"), by bank-names (e.g. "Citibank" or "HDFC") for deals specific to credit cards, and by types of deal (e.g. "cashback" or "discount"). Aggregating deals from all major travel sites, the product offers travelers a smarter way of searching across travel deals on the Internet. Travelers can also sign up for a deals e-newsletter to remain informed about future promotions and limited-period discounts.

"With a significant number of online travel deals and promotions running at any given point of time, travelers have been looking for a simpler way of searching and comparing such offers for planning their vacations in India and abroad", said Rajnish Kumar, Co-Founder & CTO, iXIGO.com. He added, "Our travel deals search is a unique aggregation of discounts, cashbacks and limited-period offers running across travel sites in India, and will help iXIGOers make smarter travel buying decisions. As far as we know, this is a one-of-its-kind product in the online travel industry !"

iXIGO's foray into the attractive travel deal marketing business comes at a time when the number of online travel portals in India has grown to double digits and it has become increasingly difficult for travelers to know which portal is offering the best deal or discount for a given destination on any given day. Since promotions & discounts are usually limited-period offers available only on select partner airlines/hotels, having a single view for all deals across the Internet saves time and money for the value-conscious traveler.

Krishna Iyer, Head, Advertising & Affiliations, remarked - "Internet deal marketing in general, and travel deal marketing in particular, is a very promising area of opportunity. Online travel marketers can reach a very relevant audience instantly in an extremely cost-effective manner by promoting their special fares, promotions, discounts, cash-backs and loyalty programs on iXIGO.com. In addition, our travel deals newsletter takes the top travel deals directly to iXIGOers once a month."

[iXIGO.com](http://iXIGO.com) is considered a pioneer of online travel search in India and is recognized as the most comprehensive, transparent & trustworthy travel site for comparing offers for flights, hotels and buses from multiple booking sites. In May 2010, the travel site grew 244% in comparison to the same month last year, and now processes over 1.5 million travel searches and 6 million advertising impressions every month.

### **About iXIGO.com:**

iXIGO.com is South Asia's leading online & mobile travel search engine based out of Gurgaon, India. iXIGO.com searches across multiple airlines, hotels, trains, bus booking sites & online travel portals to find the best travel deals. Launched in June 2007 by IIT, INSEAD and Amadeus alumni Alope Bajpai, Rajnish Kumar and Dharmendra Yashovardhan, iXIGO.com has been recognized by NASSCOM as India's Top-100 Innovator. BusinessToday and Wall Street Journal/Mint have named it among India's 10 hottest startups in 2008.

iXIGO.com is backed by BAF Spectrum, a Singapore-based seed-investment fund. For more information about iXIGO.com, visit [www.ixigo.com](http://www.ixigo.com) or [m.ixigo.com](http://m.ixigo.com) (mobile). Keep up with iXIGO.com updates on Facebook at [www.facebook.com/ixigocom](http://www.facebook.com/ixigocom) and on Twitter [@ixigorocks](https://twitter.com/ixigorocks) .

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