The all new ixigo app wins the Mobby's Award

ixigo launches revamped app for Android & iOS platforms

New Delhi, November 7, 2013: ixigo.com, India's leading travel planning and search engine has launched a redesigned and revamped ixigo app – India's most comprehensive travel planning & search app. The app allows travelers to find the best hotel rates across 200,000+ hotels by comparing hotel booking site, cheapest flight tickets across all 100+ travel websites, destination travel guides, places to visit, things to do, restaurants, trains and buses all within a matter of a few clicks. The application has been launched for Android and iOS users and can be downloaded from the Google Play Store or Apple App Store for free. Within a few days of launch, ixigo's revamped app has won the prestigious MOBBY's Award 2013 for the best mobile travel app across platforms, at an award function held in Mumbai. The ixigo trains app also won the best Android app award across categories.

Speaking at the launch, Rajnish Kumar, co-founder & CTO, said - "ixigo is known in the travel industry for its unique approach to travel content aggregation and for staying ahead of the curve on mobile apps. We have completely redesigned the ixigo app for iOS 7 and for Android, and have kept it really simple and light-weight for the phone's memory too. This is a big update !"

ixigo's app is unique in its ability to compare information and prices from multiple travel sites, as well as show ratings and reviews aggregated from multiple hotel review websites. The app also features the semantic search functionality of ixigo's website that intelligently deciphers natural language queries and answers them with a rich, useful mobile page as an output. Another useful feature is 'Near me' - which provides useful location-based information on stay, eat, shop and see options nearby to the traveler.

In the last six months, ixigo has launched a series of mobile travel apps including ingoa-Goa

travel guide, On the way - indian road trips, ixigo PNR Status and ixigo buses. The design language of all ixigo apps is simple, fast and intuitive. The ixigo app allows travelers to install all relevant ixigo apps depending on his/her immediate need. Cumulatively, ixigo's apps across platforms have been downloaded by over 1.3 million users as of date.

About ixigo.com

ixigo.com is India's leading travel planning and search website, voted as the Product of the Year 2013, in the Travel category. Launched in 2007 by IIT, INSEAD and Amadeus alumni, ixigo.com's vision is to simplify the life of travelers through innovative travel products for Internet & mobile. The website searches, aggregates and curates travel information across hundreds of travel sites and allows travelers to access relevant information on tourist destinations, places to visit, things to do, modes of transport, driving directions, hotels, restaurants, weather and more. ixigo is used by over 2.5 million users every month across the website and mobile devices. ixigo.com has launched many industry-first innovations and won several prestigious awards and recognitions from TiE, NASSCOM, Business Today, Red Herring & Mint. ixigo.com is an investee company of SAIF Partners &MakeMyTrip Limited. For more information, visit www.ixigo.com and keep up with updates on Facebook - www.facebook.com/ixigo and Twitter - www.twitter.com/ixigo.

Media Contact:
Simran Kodesia
Email: simran@ixigo.com
Phone: +91 8588832406