



## **iXIGO.com appoints Saurabh Srivastava as VP, Marketing & Product Strategy**

*Former Marketing and Retail Head of Goodyear joins iXIGO's leadership team*

**New Delhi, July 5th, 2012** - iXIGO.com, India's leading travel search engine continues to strengthen its leadership team with the latest appointment of Saurabh Srivastava as Vice President, Marketing and Product Strategy. This is the third senior executive appointment in the last 2 months, as the company focuses on scaling up and accelerating brand awareness creation. In this role, Saurabh would be leading customer development and brand strategy for iXIGO.com and will also play a crucial role in building on the growth momentum that iXIGO.com has witnessed since its inception.



Saurabh brings 11 years of rich experience in media, marketing and retail to iXIGO's management team. With a professional career spanning retail conglomerates such as Goodyear and Maruti Suzuki, Saurabh has been an integral part of building and managing large consumer brands and has hands-on experience in marketing and positioning of products during various phases of their life-cycle. In his earlier roles with GroupM (a WPP group company) and Dainik Jagran, Saurabh developed a strong understanding of ATL/ BTL across core segments and also brand development in existing and new markets. Saurabh is a MICA alumni, and holds certificates in Strategic Marketing & Leadership from ISB, Hyderabad and Diploma in Business Finance from ICFAI, Hyderabad.

Speaking on his new role, Saurabh said - "iXIGO.com has an interesting story of organic word-of-mouth marketing strategy over the last 5 years. It is now poised for a next wave of growth fueled by innovative trip planning products. With a sharp product focus, iXIGO has lived upto its promise of transparent and unbiased information hence invoking great levels of trust among travelers exposed to the brand. My focus will be to continue listening to our users and shape the consumer insights into our product evolution consistently. This would enable us to establish iXIGO as the most trusted and informative travel brand, helping users make better decisions for planning their travel. "

Aloke Bajpai, CEO & Co-Founder iXIGO.com added - "Saurabh's prior experience in building and growing consumer brands in India and his in-depth understanding of retail and product strategies for Indian consumers will be a great value-add to our team. Saurabh will be building and leading our product marketing team with his seasoned and professional approach towards brand management and product growth strategies. I am confident that with his skills & acumen for creating, executing and managing a systematic brand strategy, we will establish iXIGO as the leading brand for travel information and research in India."

iXIGO.com has been known for its industry-first product innovations and has made inroads into semantic search earlier this year, with the launch of a natural language search tool on Facebook & Twitter that understands flight queries made by users of these platforms and responds to them instantly. iXIGO's most recent launch - the iXIGO Trip Planner ( <http://www.ixigo.com/trip-planner> ), dubbed as 'the search engine with a human touch' (source: [eyefortravel](#)), has become a perfect example of how natural language search, infographics and travel information can be mashed up into a product with an inspirational and fun user-experience.

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

iXIGO.com is South Asia's leading online and mobile travel search engine. iXIGO.com's vision is to

develop products to ease and simplify the life of travelers and to make travelling a happy and wholesome experience. Their key products like the [TripPlanner](#), [FareMapper](#), [FlightPlanner](#) amongst others help a traveler in planning a trip and searching the best travel solution suited to an individual's needs. Launched in 2007 by IIT, INSEAD and Amadeus alumni as the first travel meta-search engine in India, iXiGO's unbiased search results and ease-of-use have won it several accolades from TiE and NASSCOM, and have made it one of the top travel sites in India almost entirely through word-of-mouth from satisfied users. iXiGO.com is an investee company of SAIF Partners & MakeMyTrip Limited. 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 interesting trivia, facts and contests around travel by iXiGO.com on Facebook at [www.facebook.com/ixigocom](http://www.facebook.com/ixigocom) and Twitter [@ixigorocks](#).

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