



Introducing the bright, friendly & dynamic ixigo.com ixigo gets a design overhaul with new look, new logo & new features

New Delhi, April 18, 2013 – ixigo.com, India's leading travel planning & search engine, unveiled its new look today in line with the brand's philosophy of being the most innovative company in the ever-changing travel landscape. The change will reflect across all the user touch points and devices such as website, mobile and social media.

ixigo.com started its journey in 2007 as the first travel meta search product in India, helping users compare fares of flights, hotels, trains & buses by aggregating information from multiple travel sites and showing the best options on one page. In 2012, the website evolved to become a holistic trip planning website that aggregates & curates information on destinations, through an easy and rich user interface that helps consumers know & go with confidence.

"Following more than 6 successful years both in terms of new business and product development, our product has evolved to such a degree, that we felt the need for a fresher look !" explains Saurabh Srivastava, VP, Product & Marketing Strategy, ixigo.com. "We chose new brand colours, a clean typeface ixigo logo & a design language that personifies the traits of being bright, friendly and dynamic, a brand personality that our ixigoers have always identified us with."

Speaking about this key announcement, Alope Bajpai, CEO & Co-Founder, ixigo.com said, "Our new brand logo, design and product features truly resonate with our internal culture and what we stand for in the eyes of ixigoers. We've retained the orange for its warmth, vibrancy and flamboyance and added purple to reflect self-confidence and adventure. Our homepage and design elements have also become more dynamic and inspirational. We've received enthusiastic feedback from ixigoers and we look forward to more feedback on our refreshing new look!"

To go hand in hand with the rebranding, ixigo.com has also launched its new user experience across web & mobile. Apart from providing comprehensive information on all tourist destinations across India, the website is packed with smart features like suggesting weekend getaways options as per your location, trending destinations for the month, and the ability to search for any travel query for Indian destinations and getting meaningful and useful information in an awesome consumable format.

Visit www.ixigo.com to experience the refreshingly new ixigo and to plan your next trip!

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 & Holiday Planner/Advisor 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.com has launched many industry-first innovations and won several prestigious awards and recognitions from TiE, NASSCOM, BusinessToday, 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.com and Twitter - www.twitter.com/ixigorocks .

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