



## **iXIGO.com launches iXIGO9 Bonanza**

*Free Airline Tickets, Gift Coupons and more on every web ticket-sale on partner airlines*

**New Delhi, January 28<sup>th</sup>, 2009** – iXIGO.com, India’s fastest growing travel search engine has launched a first-of-its-kind promotional campaign to reward travelers who search airline tickets using iXIGO.com and then click on select airlines and book directly on the websites of these partner airlines with assured gifts and merchandizes.

Speaking on the occasion of the launch of iXIGO9 Bonanza, Alope Bajpai said – “This is our 2009 new year gift to all iXIGOers – a unique bouquet of free air tickets, t-shirts, sweatshirts, mugs, calendars, mousepads, keychains, and many more gifts to give away to every iXIGOer who uses our site to book on our partner airline sites. Now, we not only deliver the best value for our users by finding the cheapest air tickets for them and letting them transact directly on airline sites, but also reward them for it!”

iXIGO.com’s launch partner for this campaign is Jet Airways, and the campaign would soon be extended to include more airlines. To win an assured gift, one has to search & compare on iXIGO, click on a Jet Airways flight and book a ticket directly on [jetairways.com](http://jetairways.com). Thereafter, by sending his/her PNR information to iXIGO.com, the user automatically becomes eligible for an assured gift. iXIGOers can additionally benefit from Jet Airways’ 59 free tickets / 59% off offer that gives 59 free tickets every day and a 59% discount on web-fares.

Dharmendra Yashovardhan, COO, iXIGO.com commented – “We have partnered with Myntra’s merchandise personalization platform for our gifts and merchandize. iXIGOers eligible for the gifts will not only have various designs to choose from but will also have the option of customizing the merchandise and creating their own themed and styled gifts. Such joint promos help innovative companies such as Myntra in building their brand awareness and reaching an extremely targeted audience.”

Mukesh Bansal, CEO, Myntra.com added, “This is a win-win partnership where India’s leading travel search engine will be able to leverage Myntra’s personalization platform to reward its loyal users. iXIGOers will get an opportunity to experience Myntra’s platform and benefit from the flexibility of redeeming their iXIGO9 Bonanza rewards for creating personalized products.”

In a competitive market environment, iXIGO.com has built significant brand loyalty through a focus on product innovation and ensuring consumer delight with every initiative. This creative partnership will not only create a strong brand preference for iXIGO.com among its users, but will also ensure a consistent improvement in quality of leads generated for its travel partners.

iXIGO.com had recently launched the world’s biggest online hotel search, searching real-time rates and availability across more than 220,000 hotels, hostels, heritage properties, serviced apartments, home-stays, guest houses and villas across over 202 countries.

## About iXiGO.com:

iXiGO.com is India's leading online & mobile travel search engine based out of Gurgaon. iXiGO searches across multiple airlines, hotels, and bus booking sites and finds the best travel deals. Launched in mid-2007 by an entrepreneurial team of young IITians and INSEAD MBAs, 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 for its unique market approach, product usability, and passionate management team.

iXiGO is backed by BAF Spectrum, a Singapore-based seed-investment fund. For more information about iXiGO, visit [www.ixigo.com](http://www.ixigo.com) or [m.ixigo.com](http://m.ixigo.com) (WAP).

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## About Myntra.com

Myntra.com is the leading on-demand personalization company in India. Myntra.com was started in late 2006 by a group of IIT/IIM graduates and the primary concept of Myntra.com is to provide a platform for personalized products and gifts. During last 18 months, Myntra.com has found a strong appeal among consumers, colleges and companies looking for creative products, gifts and merchandize. Myntra.com has developed India's largest community of Creative Designers who have published over 20,000 designs in the last 12 months. Leveraging Myntra.com's strong designer community, Myntra.com is able to help its clients with creative designs for just about any topic, theme or product. Myntra.com has developed a strong supplier base and acquired state-of-the-art technology for on-demand personalization that enables Myntra.com to offer largest portfolio for creative on-demand products.

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