



ixigo Strengthens Leadership Team with Key Business Hires
ixigo shifts gears to monetization with top business development hires

New Delhi, June 2, 2015: ixigo, India's leading mobile travel marketplace has hired top industry talents to lead monetization from travel service providers and advertisers. Manivel Kulandaivelu has been appointed as VP, Travel Marketplace and Parivartan Kukreti as National Head, Ad Sales to strengthen ixigo's leadership team and drive pan-India expansion for ixigo's business solutions for travel service providers and brands.

Prior to joining ixigo, Manivel was heading key revenue initiatives and business verticals at HolidayIQ as their VP, Revenue & Special Projects. Manivel brings over 14 years of experience in business and organizational development, having held key business leadership roles across sales, operations and business strategy at companies such as HolidayIQ, BharatMatrimony and ChennaiOnline.

"ixigo's vision of building India's leading mobile travel marketplace fits naturally with its core strengths on product, technology & content. What makes me most excited by this opportunity is the possibility to build ixigo connect as India's biggest platform for travel service providers. We will enable small and mid-sized travel businesses with technology that increases their direct sales and help them tap into ixigo's fast growing mobile consumer base.", Manivel said in a statement.

Parivartan has held senior sales, media & marketing roles with Sify, The Times Group (IndiaTimes) and the India Today Group prior to joining ixigo. With over 14 years of experience in the media industry and with his creativity, leadership skills and business acumen, Parivartan has successfully scaled media businesses from scratch to multi-crore topline businesses.

Parivartan said on his appointment - "ixigo's organically grown audience-base and its innovative meta-search & trip-planning apps have built a very valuable niche in travel & mobile. I am amazed by the immense potential ixigo has for brands & advertisers who wish to target upwardly mobile, savvy audiences who have the purchasing power to take multiple trips in a year. I look forward to working with Alope & Rajnish to build ixigo as the leading brand when it comes to traveler as well as advertiser mind-share."

Alope Bajpai, co-founder & CEO, said "We're proud to have Manivel & Parivartan join our team. Our business is at an inflection point, having crossed 5 Million monthly unique visitors & over 200 million monthly screen-views. We are shifting gears to focus on monetization through some path-breaking solutions for travel businesses and media advertisers. I am excited by what we can achieve together in a short span of time!"

About ixigo

Launched in 2007 in Gurgaon, [ixigo](#) is India's leading travel marketplace connecting over 60 million travellers with content & deals from over 25,000 online & offline travel & hospitality businesses. ixigo aggregates and compares travel information, prices & availability for flights, trains, buses, cabs, hotels, packages & destinations. ixigo's mission is to simplify the lives of travellers by building apps that make their travel search and planning hassle-free. Join ixigo on [Facebook](#) and [Twitter](#) for more updates.

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