



ixigo launches loo finder app

ixigo's loo finder to help travelers locate nearby toilets

New Delhi, April 1, 2015: ixigo.com, India's leading mobile travel planning & search business, has launched a new app named "ixigo loo finder". The app helps Indian travelers find the nearest toilet to their location at the tap of a screen.

Dubbed an "app to poop in peace", ixigo loo finder (see [promo](#)) has mapped over 1 million toilets in India across government and private locations. It includes information such as location and directions, types of toilets, amenities, reviews, ratings and augmented reality based suggestions of public offices, malls, restaurants etc. where one can relieve oneself in case of urgency.

Speaking at the launch, Alope Bajpai, co-founder & CEO, said - "ixigo's mission has always been to solve all pain points of travellers. Inspired by the "Swachh Bharat" campaign this time, we decided to solve one of the most understated pain points for a traveller - to find a loo when you need it on the move in an unknown destination. Our app guarantees to find an accessible loo within 5 minutes from any location in any major Indian city. With ixigo loo finder, we are disrupting the fast growing market of over 1.2 billion Indians who will potentially use this app twice a day!"

Rajnish Kumar, co-founder & CTO, added - "Finding a loo is a pain in the a** - it is confusing and embarrassing for travelers in a new city to ask for directions to nearby toilets. To launch this app we overcame major technology challenges including spatial geo-tagging, categorization, augmented reality and intelligent suggestions. The app learns from your behaviour every time you use it. We will enhance it with predictive computing soon so that the app will know even before you do about when 'you gotta go' !"

Zorse Lagee, a senior analyst at PrimeWaterHose - a leading WC consultancy said - "This is a very competitive space. Apps such as GottaGo and Toilet Finder have a head start to ixigo, but the speed of ixigo's search results in a situation where every second counts is what sets it apart. It remains to be seen how the app will monetize, but there is an opportunity to create a marketplace for toilets whereby nearby homes with toilets can offer usage for a fee through the app." ixigo's loo finder is available on Google Play Store and Apple's App Store. You can

read more about it and get the app [here](#). As an introductory offer, the app is offering Rs. 100 free mobile recharge for every use as well as a free taxi ride to toilets over 500 metres away.

About ixigo.com

ixigo.com runs India's leading mobile travel planning and search engine used by nearly 5 million travelers every month. 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 at www.facebook.com/ixigo and Twitter at www.twitter.com/ixigo

Media Contact:

Reema Bhalla

reema@ixigo.com (+91-8860358806)