



iXIGO Trip Planner makes it to the Top-10 products at Unpluggd 2012

New Delhi, 11th July 2012: iXIGO.com, the leading travel search engine presented their revolutionary travel-planning product - Trip Planner - <http://www.ixigo.com/trip-planner> at the recently concluded Pluggdin.com event - Unpluggd 2012 in Bangalore, India. Pegged as India's biggest startup event, UnPluggd 2012 saw great response from entrepreneurs and investors alike. Shortlisted from as many as 583 entries received, Trip Planner made it to the 'Top 10 most innovative products' demonstrated at the event.

Talking about the UnPluggd experience, Saurabh Srivastava, VP Marketing & Product Strategy, iXIGO.com says - "UnPluggd brought together an impressive audience comprising of entrepreneurs, startup enthusiasts, investors, media and technology professionals. Unveiling our latest product, the '**Trip Planner**' on such a platform was an exciting experience and we got some great feedback to make our product better. The product was received extremely well by the audience, with many taking an instant feel of the product on their tablets, laptops and smartphones. The excitement and buzz created around Trip Planner was our biggest reward from Unpluggd."

Launched in June 2012, Trip Planner is a first-of-its-kind product for trip planning and travel research. Unlike horizontal search engines that respond to user queries in the form of links to pages with information, iXIGO Trip Planner attempts to understand user inputs and presents curated travel content summarized in a visual representation of options for modes of transportation, directions and rich information about destinations.

Everything a user would like to know about a destination (e.g. for Goa at <http://www.ixigo.com/q/goa> or for Leh at <http://www.ixigo.com/q/leh>) is available on one page in a never-seen-before UX. It allows travelers to discover the best time to visit the destination, see pictures of the destination, read more about the place, see what to do there, where to stay, where to eat etc. in a unique infographics visual. This user-friendly approach allows travelers to type a query in natural language and see a unique infographic for the answer with the ability to drill down for richer information.

With Trip Planner, iXIGO has transformed from being just a travel search engine to a travel knowledge engine, by developing an understanding of common travel-related queries and answering them just like a human being would.

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 traveling 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 or m.ixigo.com (mobile). Keep up with interesting trivia, facts and contests around travel by iXIGO.com on Facebook at www.facebook.com/ixigocom and Twitter [@ixigorocks](https://twitter.com/ixigorocks).

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