



NDTV Convergence partners with iXiGO.com for travel search

Leading travel search engine to power flight searches on NDTVtravels.com

New Delhi, October 14, 2008 – iXiGO (www.ixigo.com), India's fastest growing online travel search engine has announced its partnership with NDTV Convergence for powering airfare searches on NDTV.com (www.ndtvtravels.com). NDTV's flight search, powered by iXiGO.com, will enable users to search lowest air fares in real-time across all airlines and airports in India, and book them directly on airline websites, effectively by-passing travel agencies and saving on booking fees charged by travel portals.

The newly launched NDTVtravels.com is a first of its kind travel supermart, aggregating niche players to provide the consumer with a complete travel shopping experience. NDTV Convergence partnered with iXiGO.com for its flight search because of its promising business model, a disruptive meta-search technology that helps users access deals from multiple travel sites and presents unbiased information, allowing for better travel buying decisions. With its innovative offerings, iXiGO's flight search engine will strengthen NDTV Convergence's leadership in online and mobile media, extending their bouquet of offerings to online travel.

Announcing the partnership, Mr. Sanjay Trehan, CEO NDTV Convergence commented, "NDTV Convergence is pleased to partner with iXiGO.com to power the fare search on its travel portal, www.ndtvtravels.com. We are always on the lookout for partners who believe in our vision of constant innovation to satisfy changing user behavior and prepare for disruptive business models. This partnership fits well with our philosophy of delivering valuable, unbiased, real-time information to our users."

Mr. Alope Bajpai, founder and CEO of iXiGO, added, "NDTV Convergence's visionary leadership has proven its commitment to innovation by choosing to partner with iXiGO. We are committed to delivering the most powerful and feature-rich airfare search engine in India to users on NDTV.com . This partnership is a significant milestone for iXiGO's success and growth."

About NDTV Convergence:

NDTV Convergence Ltd., a 100% subsidiary of NDTV Networks Plc, is a leading web 2.0 company. The company develops exclusive content for cross media platforms such as internet, mobile, ITV and IPTV. NDTV Convergence operates www.ndtv.com along with other leading verticals, namely, NDTVProfit, NDTVGoodtimes, NDTVMovies, NDTVTravels, CricketNDTV.com, NDTVArabia, NDTVImagine, NDTVCooks and NDTVGadgets. The bouquet covers an entire gamut of news and beyond encompassing recipes, travel, entertainment, shopping, books, health, gadgets and special features. The company also has a short code presence through its brand NDTV mobile-56388(India), 63880(UK), 6388(UAE) and an IVR platform with 5056388

ABOUT iXiGO.com:

iXiGO.com ® is India's leading online travel search engine based out of Gurgaon. iXiGO searches across multiple [airlines](#), [hotels](#), and [bus booking](#) sites and finds the best deals for travelers. Launched in June 2007 by an entrepreneurial team of young IITians and INSEAD MBAs, iXiGO.com has been recognized as a NASSCOM Top-100 Innovator and BusinessToday and WSJ-Mint have named it among India's hottest startups 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.

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