



## **iXiGO.com launches “Monsoon Madness”**

*Gifts, Hotel Vouchers & Discount Coupons to be won on Flight, Hotel and Bus Bookings*

**New Delhi, July 9<sup>th</sup>, 2009** – iXiGO.com, India’s fastest growing travel search engine has launched 'Monsoon Madness' - a unique promotional campaign that assures gifts, discount vouchers and merchandize to its users who search for airline and bus tickets as well as hotel rooms on iXiGO.com and then complete the transaction by booking on a participating partner's website.

Speaking on the occasion of the launch of “Monsoon Madness”, Krishna Iyer, Head of Affiliations & Advertising, iXiGO.com said – “With the wide success of the [iXiGO9 Bonanza](#) in the first half of this year, we are delighted to present a more exciting campaign for our users. All iXiGOers who book on specified partner airlines, hotel booking sites & bus booking sites during the monsoon season (till 31st September) will benefit from a great bouquet of gifts and discount coupons redeemable for home décor, personalized merchandize and hotel bookings from our gift sponsors - Stylkist.com, Myntra.com & Travelguru.com.”

iXiGO.com’s booking partners for this campaign are Jet Airways, JetLite, Indigo for flights, Travelguru and Inasra for hotels and Ticketvala for buses. To win an assured gift, users have to search & compare on iXiGO.com, click on the mentioned partner’s link on the result page, complete the transaction on the partner site and submit his/her booking-id/PNR to iXiGO.com. The user automatically becomes eligible for an assured discount/gift voucher once the information is validated. The redemption process is very simple with complete details available on [iXiGO.com website](#).

Aloke Bajpai, Founder-CEO, iXiGO.com added - “iXiGO’s unique business model allows transactions to happen directly on airline/partner sites. This ensures that iXiGOers get the best prices available in the market by booking directly without paying added fees or commission. With this offer, we are ensuring that iXiGOers not only get the lowest fares, but also a bouquet of exciting assured prizes and discount vouchers.”

iXiGO.com, launched in 2007 is India’s largest travel search engine, and searches across airlines, hotel booking sites, bus booking sites and trains in India to allow Indian consumers to make the best comparison search of prices, availability, schedules and routes across all Indian & International destinations. iXiGO ensures efficient discovery of lowest fares and best prices through its exhaustive search and transparent process that does not charge any additional booking fees or commissions from end consumers.

**About iXiGO.com:**

iXiGO.com is India's leading online & mobile travel search engine based out of Gurgaon. iXiGO searches across multiple airlines, hotels, trains and bus booking sites to find 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).

**Contact****Travel Partners**

[partners@ixigo.com](mailto:partners@ixigo.com)

**Affiliations**

[affiliate@ixigo.com](mailto:affiliate@ixigo.com)

**Advertisers**

[advertise@ixigo.com](mailto:advertise@ixigo.com)

**Media Contact**

Dharmendra Yashovardhan

[dharmendra@ixigo.com](mailto:dharmendra@ixigo.com)

+91 124 4045281