



Dainik Bhaskar partners with iXIGO.com for online travel

iXIGO.com to power travel planning for all Dainik Bhaskar Group portals

New Delhi, September 25th, 2012: India's leading travel planning website, iXIGO.com has been chosen as the travel partner for Dainik Bhaskar - one of the largest read newspapers in India, in a move that exposes its massive readership to iXIGO's award-winning trip planning and travel search platform. Partnering with iXIGO.com, Dainik Bhaskar has enabled online travel search on four group portals simultaneously, including their flagship website www.bhaskar.com (Hindi), www.divyabhaskar.com (Gujarati) and www.divyamarathi.in (Marathi).

iXIGO's platform on Dainik Bhaskar, available at <http://www.bhaskar.com/travel/>, aggregates travel information, deals, fares, schedules and availability from 150+ travel websites, and enables the online visitors to Bhaskar Group portals to get the best available fares for flights, buses and hotels in a single window. It allows the users to compare fares across online travel agents, airline websites and bus service providers and also compare hotel rates for 250,000+ hotels globally.

Speaking on the partnership, Mr. Gyan Gupta, COO, IMCL (Digital Arm of Dainik Bhaskar Group) said - "Being the largest Hindi website, we realized the importance of travel search and planning amongst our reader community. iXIGO.com being the most trusted meta-search engine in India became our obvious choice not only for their range of travel products but also for their intuitive and user friendly online experience."

Krishna Iyer, VP - Media Partnerships, iXIGO.com added - "We are proud to associate with the Dainik Bhaskar Group for providing comprehensive travel search and planning options to their online readers. Considering our approach has always been unbiased and comprehensive, it resonates with the core philosophy of the newspaper group as well and will definitely add value to their readers."

Building on the success of iXIGO's partnerships with the official websites of New Delhi's Indira Gandhi International Airport- www.newdelhiairport.in, Hyderabad's Rajiv Gandhi International Airport - www.hyderabad.aero since 2010 and Ibrahim Nasir International Airport (INIA), Malé - <http://www.maldivesairport.aero> recently, this association with Dainik Bhaskar Group reinstates iXIGO's growing dominance as a partner of choice for non-commercial and neutral information providers such as airport websites and media groups. iXIGO's credibility stems from its transparent and unique consumer-friendly online travel solutions and the company's ability to customize the look and feel of their offering to suit its partners' needs.

iXIGO's innovative approach in a competitive online travel market pioneered travel meta-search in India in 2007. Since then, the company has launched several market-first offerings - India's first mobile travel search apps on iPhone and Android, India's first natural language search on Facebook & Twitter (a page that understands flight queries posted by users & responds to them instantly with fares and a booking link), and its most recent launch, iXIGO Trip Planner (<http://www.ixigo.com/trip-planner>). Trip Planner was shortlisted among 'Top 10 most innovative products' at the Pluggd.in event - [Unpluggd 2012](http://Unpluggd2012), dubbed 'the search engine with a human touch' by eyefortravel.com, and was also featured in [BBC World's Fast Track](http://BBCWorldsFastTrack) as an example of how natural language search, infographics and travel information can be mashed up into a product with an inspirational and fun user-experience.

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/ixigo.com and Twitter [@ixigorocks](https://twitter.com/ixigorocks).

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