



Instant Updates When Air Fares Drop, courtesy iXIGO.com

iXIGO.com launches Air Fare Alerts

New Delhi, March 25, 2010 – iXIGO.com, India’s fastest-growing travel site, has launched an innovative Fare Alerts feature that allows its users to get alerts by e-mail as soon as airfares for a future date drop below a threshold set by them. iXIGO Fare Alerts - <http://www.ixigo.com/alerts> - is a one-of-its-kind Indian innovation for tracking lowest airfare trends between two airports for future dates.

Airline pricing is extremely dynamic and depends on a complex set of rules for yield management. Competitive pressures, special promotions, aviation fuel price fluctuations, taxation policy shifts, airline load factor / demand swings can influence the decision of an airline to drop airfares on any given sector during a certain period of time. iXIGO Fare Alerts will allow consumers to track such airfare trends, so that they can take advantage of significant drops in fares - instantly!

Aloke Bajpai, Founder-CEO, iXIGO.com said – “The days of information asymmetry in airline pricing are over. iXIGOers can now decide what budget they have for flying on a certain route and leave it to iXIGO Fare Alerts to keep them alerted whenever the lowest airfares falls within their budget. This is yet another effort from iXIGO.com to bring transparency to online travel.”

Co-Founder & CTO, Rajnish Kumar, added – “Our users can track airfares on any given route over any period within the next 12 months. They have an option to receive daily / weekly emails with fares and fare trends on their route, or to be alerted instantly (as it happens) when the lowest airfare on a chosen route drops for specific dates or for any month of interest. The most useful part is a historical alerts graph sent with the alert - you can decide whether to buy or to wait based on the trendline. More power to iXIGOers!”

iXIGO.com is known for its efforts to reduce complexity and enhance transparency in the online travel ecosystem, pioneering all-inclusive pricing on result pages and unbiased display of flight results. In 2007, iXIGO.com had also launched a revolutionary Air Fare Outlook product - <http://www.ixigo.com/outlook> - allowing users to view trends of lowest fares across airlines over the next 180 days in a graph within the search results. iXIGO Fare Outlook and iXIGO Fare Alerts together provide a potent tool-kit for helping consumers decide which future dates are the most economical for booking their flight tickets.

About iXiGO.com:

iXiGO.com is South Asia's leading online & mobile travel search engine based out of Gurgaon, India. iXiGO.com searches across multiple airlines, hotels, trains, bus booking sites & online travel portals to find the best travel deals. Launched in June 2007 by IIT, INSEAD and Amadeus alumni Alope Bajpai, Rajnish Kumar and Dharmendra Yashovardhan, 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.

iXiGO.com is backed by BAF Spectrum, a Singapore-based seed-investment fund. For more information about iXiGO.com, visit www.ixigo.com or m.ixigo.com (mobile). Keep up with iXiGO.com updates on Facebook at www.facebook.com/ixigocom and on Twitter [@ixigorocks](https://twitter.com/ixigorocks).

Media Contact

Dharmendra Yashovardhan
iXiGO.com
Email: dharmendra@ixigo.com
Telephone: +91 124 4045281