iXiGO.com launches destination trivia gaming app - Yo! India
India's first free destination trivia game on Android & iPhone launched

New Delhi, October 4th, 2012: iXiGO.com, India's leading travel planning website, announced the launch of India's first free destination trivia gaming app - Yo! India. The app tests a player's knowledge of Indian destinations by asking them to keep guessing places in India from their pictures and giving players points for answering correctly in a short period of time. Players can browse through hundreds of destination photos, win badges, and share their scores and achievements on Facebook, with the ultimate objective of becoming the "Travel God" of Yo! India by topping the scoreboard at http://www.ixigo.com/yoindia. Launched for both iOS and Android platforms, the app is available free of cost at the Apple App Store (http://itunes.apple.com/in/app/yo-india/id555579488?mt=8) & the Google Play Store (https://play.google.com/store/apps/details?id=com.ixigo.hack.android).

iXiGO.com was the pioneer of the popular "iXiQuiz: Guess the place?" Facebook photo puzzles back in 2010. The iXiGO.com Fan Page (http://www.facebook.com/ixigocom) would post interesting, curiosity-arousing photos of destinations, points of interests, monuments, natural attractions and ask the traveler community to guess where the place was. Those photo puzzles became so popular over time that the iXiGO fan page's popularity sky-rocketed from 20,000 fans to a whopping 235,000+ fans within two years, with over 36,000 fans liking, sharing and commenting daily, setting new benchmarks in terms of engagement. Yo! India attempts to bring the same fun and intellectual curiosity of guessing interesting Indian destinations, monuments etc. on smartphones, and helps avid travelers sharpen their knowledge of destinations and discover interesting places that were hitherto unknown.

iXiGO's entire team worked on building this app in a 48-hour Hackathon organized a few weeks back and the entire processes of ideation, blueprint preparations, curating & creating content, building the wireframe of the app, designing components, development, testing etc. were completed within this record time. Ernesto Cohnen, VP, Products at iXiGO.com, remarked - "If you thought travel companies cant build mobile games, think again ! When a bunch of technology, development and marketing folks are locked in a closed space with free-flowing pints of beer, fun and loads of food, they brainstorm and come up with killer apps such as Yo! India. I am sure our users will love this game and learn a lot about many beautiful destinations in India by playing this!"

Saurabh Srivastava, VP, Marketing & Product Strategy added - "Would you recognize Bibi-ka-Maqbara if you saw only its photo? Our Facebook photo puzzles had great infotainment value. We wanted to extend that by building an app that not only entertains but also educates, and make travelers more aware of hidden gems of places in India. A player has to achieve seven levels starting as a 'Beginner', moving up to the level of 'Scout' and the final destination of becoming a 'Travel God' - I'm still working my way up :)"

iXiGO.com has been known for its industry-first product innovations. Back in 2011, iXiGO.com had launched India's first travel apps for iPhone and Android, a year ahead of most other travel sites in the country. Their most recent launch, the iXiGO Trip Planner (http://www.ixigo.com/trip-planner), dubbed 'the search engine with a human touch' by eyefortravel.com, and recently featured in BBC World's Fast Track, has become a perfect 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 travelling 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.

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