



ixigo demystifies Trans-Himalayan travel

mixigo's second edition gets Himalayan travelers and enthusiasts together

New Delhi, September 2, 2013 – ixigo.com, India's leading travel planning & search engine organized the second edition of its community initiative "mixigo" in Gurgaon on August 31. A key highlight of the event was an interactive session on planning a Trans-Himalayan trip by Dheeraj Sharma, a Trans-Himalayan travel expert and reputed travel blogger. People from various backgrounds with a common love for travel participated in the event. More details on the session are available at [ixiblog](#) section.

"ixigo strives to provide the most meaningful information to travelers. Quite often, the best travel information comes from stories shared by the most experienced travellers" said Alope Bajpai – CEO and Co-founder, ixigo.com. "With mixigo, we are bringing these travel stories to life. The second edition has seen a great response from travelers, with engaging discussions, and sharing of many insightful stories about the Ladakh region."

During the second edition, travel expert Dheeraj provided a repository of information on planning a trip to Ladakh and Spiti Valley, touching upon the basic understanding of Trans-Himalayas and what makes it different from other hills. He discussed the permits, routes, itineraries, importance of understanding acute mountain sickness, acclimatization, insights on communications and transportation, travel gear preparation and tips for stay and food in these areas.

To ease the life of travelers and to patronize the cause of responsible tourism in the fragile trans-himalayan region, ixigo partnered with Nuru energy to provide rechargeable solar torches to all the attendees of the session. The same number of solar torches would also be contributed towards relief work in Uttarakhand as a special gesture by ixigo and Nuru.

mixigo is an initiative by ixigo to get like-minded travel enthusiasts together to discuss and benefit from each other's experiences and knowledge in a conducive environment. ixigo plans to take mixigo to travelers across India and get more travel experts onboard its fast growing community initiative. In addition to this, thousands of travelers have already contributed photos, comments, answers and tips to ixigo's [trip planner platform](#). ixigo has also launched a [travel stories](#) section on its website, where travelers can share insightful itineraries and read experiences of other travellers.

About ixigo.com

ixigo.com is India's leading travel planning and search website, voted as the Product of the Year 2013, in the Travel category. Launched in 2007 by IIT, INSEAD and Amadeus alumni, ixigo.com's vision is to simplify the life of travelers through innovative travel products for Internet & mobile. The website searches, aggregates and curates travel information across hundreds of travel sites and allows travelers to access relevant information on tourist destinations, places to visit, things to do, modes of transport, driving directions, hotels, restaurants, weather and more. ixigo.com has launched many industry-first

innovations and won several prestigious awards and recognitions from TiE, NASSCOM, Business Today, Red Herring & Mint. ixigo.com is an investee company of SAIF Partners & MakeMyTrip Limited. For more information, visit www.ixigo.com and keep up with updates on Facebook at www.facebook.com/ixigo.com and Twitter at www.twitter.com/ixigorocks

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