



ixigo goes offline with mixigo a community for travelers to meet, learn, share & inspire

New Delhi, July 31, 2013 – ixigo.com, India’s leading travel planning & search engine launched a unique community initiative “mixigo” – an offline mixer for travelers to network and share their travel experiences. The first mixigo was held in Gurgaon at the ixigo office on 26th July 2013, where travel enthusiasts from all walks of life came together to attend the session on ‘How to travel abroad on a shoestring budget’ by Ansoo Gupta, a renowned travel expert and media professional. The event was a success with more details available at <http://blog.ixigo.com/2013/07/mixigo-when-the-travellers-met.html> .

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’s vision is to simplify the lives of travelers. We believe that the most trustworthy travel information comes from the experience of other travelers.” said Alope Bajpai, CEO and Co-founder at ixigo. “mixigo is an effort in this direction and will serve as a platform for travelers to mix, connect and inspire each other to discover great places, explore new destinations and travel smart.”

The first session focused on ‘how to plan international holidays on a shoestring budget’ and saw active participation from more than 30 participants who attended the session and a few others who joined the conversation over video hangouts. The discussion was followed by an interactive session where people shared their desires to travel to different places and talked about the challenges, learnings and enrichment travel has brought to their lives.

After witnessing an overwhelming response to first mixigo, ixigo plans to take mixigo to travellers across India through mixigo sessions in more cities and plans to 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 - <http://www.ixigo.com/leaderboard> .

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 - www.facebook.com/ixigocom and Twitter - www.twitter.com/ixigorocks

Media Contact: Saurabh Srivastava saurabh@ixigo.com (+91 124 4617884)

