



ixigo redefines 'LTC' as Love Travel Cash

Becomes the first ever meta-search in the world to offer cashback to its users!

New Delhi, November 12 2014: ixigo.com, India's leading travel planning and search engine has kicked off "LTC", a first of its kind campaign in the Indian travel industry. #LTC, shorthand for "Love, Travel, Cash" is a unique reward and loyalty programme which offers real cash back to users who book their hotels and flights through ixigo on its partner websites. The LTC cashback offered is over and above the offers, discounts & deals that are running on partner websites (flights & hotels) making it a win - win deal for users as well our partners.

To claim their LTC, users have to search, redirect and book using ixigo's app or website, and then forward the booking confirmation to trips@ixigo.com - once the booking is validated, the cash is credited directly into the bank account of the users. To further sweeten the promotion, ixigoers will get additional cashbacks when they claim their #LTC on the ixigo mobile app. This will help drive the company's overall focus of increasing interactions and transactions on mobile. The campaign will be promoted across social media platforms including Facebook, Twitter, G+, Pinterest, Instagram and YouTube. Besides creating and sharing interesting content pieces on #LTC, ixigo will also be sharing interesting destination options, videos and contests across social media and online channels.

Speaking about this novel idea, Saurabh Srivastava, Vice-President, Marketing & Product Strategy at ixigo said, "We all grew up hearing about LTC in our childhood, commonly known as Leave Travel Concession, a once a year all expenses paid vacation our parents took us on. We are bringing it back in a new avatar - Love, Travel, Cash - rewarding every traveler in 3 easy steps from our apps and website. So now we not only help you find where the best travel deals are, but we also give you cash for booking it through us. In fact, we're the only travel search & planning website in the world to ever give real cash back to users transacting on 3rd party websites!"

Recently, ixigo touched 4 million monthly users and 3.5 million app downloads, making it India's biggest mobile travel search engine and trip planning website.

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 travellers through innovative travel products for Internet & mobile. The website searches, aggregates and curates travel information across hundreds of travel sites and allows travellers to access relevant information on tourist destinations, places to visit, things to do, modes of transport, driving directions, hotels, restaurants, weather and more. Today through its various mobile apps (ixigo app, pnr status, road trips, trains, buses, goa travel guide) and the website ixigo helps over 4 million travelers every month to find answers to their travel related queries, gather key information, plan and travel more. ixigo.com has 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 <http://facebook.com/ixigo> and Twitter at <https://twitter.com/ixigo>

Media Contact:

Simran Kodesia

Email: simran@ixigo.com

Phone: +91 8588832406