



ixigo turns 7 on a winning note

Wins several prestigious awards in product & marketing

New Delhi, June 10, 2014 – ixigo.com, India’s leading travel planning & search engine and the brand behind 6 cutting-edge travel apps, completed seven years since its launch on June 3rd. The celebrations were accentuated by a battery of accolades in the run up to its 7th anniversary.

ixigo proudly added three new metals to its glory including a Bronze Abby at the Goa fest 2014 for its famous ‘don’t travel patti bandh ke’ television commercial, a gold at the Indian Digital Media Awards (IDMA) 2014 for PNR status app and a silver Echo award 2014 by the Direct Marketing Association International (DMAI) for the brand’s efforts in content marketing. In addition to this, the PNR status app has also made it to the finalist category at mBillionth awards and the television commercial has been named one of the seven finalists from india for the coveted Apollo Asia Image awards 2014.

ixigo Co-Founder & CEO, Alope Bajpai said, “We launched ixigo with a vision to simplify the lives of travelers and as we complete seven years today I am grateful to our users and the team who works behind the scenes to make that happen. Our growth through these years has been phenomenal, and we’re now clocking over 3.2 million unique monthly users across our website and apps, making us the most popular Indian brand in travel search and planning.”

The Abby Awards are the Oscars of the Indian advertising industry to honor creative excellence in the field of advertising. ixigo.com’s award-winning TVC highlights the pitfalls of unplanned travel, urging travelers to plan ahead and be better informed about all aspects of their trip. The Indian Digital Media Awards (IDMA) is an exchange4media initiative aimed at recognizing creative work being done in the digital media space. ixigo.com’s award winning PNR status app which won this award is a first-of-its-kind, enabling automated management of all train and flight trips based on the PNR number. The app also supports intelligent alerts and notifications for status changes. The Echo award 2014 is a prestigious international award conferred by the Direct Marketing Association International (DMAI) and recognized ixigo.com’s content marketing strategy.

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. Today through its various mobile apps (ixigo app, pnr status, road trips, trains, buses, goa travel guide) and the website ixigo helps over 3 million travelers every month to find answers to their travel related queries, gather key information, plan and travel 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 and Twitter at www.twitter.com/ixigo

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