



## **ixigo Launches 'Super Value Hotels'**

India's First Meta-search for Curated Budget Hotels & Aggregators

**New Delhi, November 9, 2015:** ixigo, India's leading travel search marketplace has announced the launch of a new meta-search for curated budget hotels on its website. Dubbed '[Super Value Hotels](#)', ixigo has curated 2500 budget hotels across 80 cities in India with room-rates ranging from Rs. 599 to Rs. 2499 by choosing the more reliable ones in terms of a good overall experience and a minimum set of amenities such as clean beds, air-conditioning, TV, a good location, room-service, breakfast and wi-fi.

ixigo's 'super value hotels' compares deals across branded budget hotel providers such as Oyo rooms, Wudstay, Zo Rooms, Vista Rooms as well as independent hotels in popular locations in all major cities of India. It also meta-searches the cheapest rates across 20+ hotel-booking websites for India including the brand's own website for most of them, allowing travelers to find the best rates for 'super value hotels' across websites such as Oyorooms.com, Booking.com, Makemytrip.com, Goibibo.com and Agoda.com. Travelers can compare hotels in a tabular manner across their prices, ratings, reviews and amenities.

Aloke Bajpai, Co-Founder & CEO, ixigo said - "We narrowed down from a list of over 12,000 hotels in the budget category in India and ensured that only hotels with good locations, reviews and photos across the web were selected. Our team also visited most of these 2500 hotels personally to ensure that only the best ones earn the 'super value' tag. These accommodations provide great value for money and hence we recommend them strongly for price-conscious travelers. We will be rolling out super value hotels on our apps very soon, and will also double the number of cities and super value hotels we cover by December."

Google estimates the online hotel booking market in India will be \$1.8 billion by 2016, up from \$0.8 billion in 2014. A large part of this growth will be driven by the growth of smartphones in Tier 2 and Tier 3 cities. ixigo has recently received investment from Micromax, India's leading smartphone manufacturer and has also forayed into cabs aggregation and meta-search.

**About ixigo:**

Launched in 2007 in Gurgaon, India by Alope Bajpai and Rajnish Kumar, ixigo is India's leading travel search marketplace, connecting over 60 million travellers with content & deals from over 25,000 online & offline travel & hospitality businesses. ixigo aggregates and compares real-time travel information, prices & availability for flights, trains, buses, cabs, hotels, packages & destinations. ixigo's mission is to simplify the lives of travellers by building apps that make their travel search and planning hassle-free and it has won several awards in its journey, including the TiE-Lumis Entrepreneurial Excellence Award and the NASSCOM Top-10 Emerge Award.

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