

Over 50 Million travellers and growing: ixigo going strong!

Simplifying the lives of travellers through innovative web and mobile products: key to growth

New Delhi, October 29, 2014: ixigo.com, India's leading travel planning and search engine and the brand behind six cutting edge mobile travel apps across iOS, Android and Windows platforms has completed 8 years in the Indian market. It has been a great journey as the first meta search for India and healthy double digit CAGR over this period.

In totality more than 50 Million travellers have used ixigo as a research and decision making engine for their innumerable trips. The story on the app side has also been eventful and immensely encouraging. Across the suite of 6 apps ixigo has served over 200 million app million downloads in just a matter of 8-10 months. This growth has been possible and propelled by understanding the key pain points of Indian travellers and launching first-of-its-kind products and innovative features, making ixigo a trusted travel buddy.

Notable amongst the many awards and recognitions is the recent applaud by Google's Sr Vice president Mr.Sundar Pichai wherein he praised ixigo for making train travel easier for millions of travellers every day (watch the video here <https://www.youtube.com/watch?v=rTS7iVXpLKU>)

ixigo Co-Founder & CEO, Alope Bajpai said, "ixigo has always been at the forefront of innovation, ixigo was founded in 2007 with a clear vision of 'simplifying the lives of travelers.' In the last eight years our traffic grew at a CAGR of more than 50% against an industry norm of 10-15% which is a great achievement in itself and reflection of the huge trust and loyalty that our users have for the brand. We continue to positively impact lives of almost 2 million new users every month. Today almost 65% of our traffic comes from mobile and this has been possible by being the first to launch useful travel apps in india and riding the growth wave. We look forward to exciting times ahead as we continue to solve real traveller pain points around hotels and modes of transport."

ixigo's suite of apps include, [ixigo app \(flight,hotel travel booking\)](#), [indian rail train cheap hotels](#), [Goa tourism guide](#), [road trips](#), [PNR status](#) and [ixigo buses](#). ixigo has received a number of accolades for its apps - recent ones being a gold at the Indian Digital Media Awards (IDMA) 2014 for PNR status app and Mobby's for its brand app (hotel flight restaurant search).

ixigo's trains & hotels, one of the most successful apps, adds 6K new users per day and has 5.5 million page views daily. Some of the new, exciting features ixigo has introduced in its trains app (indian rail train cheap hotels) include the ability to call budget hotels for free, order food and book cabs through partner integrations.

ixigo is looking to add 50,000 new hotels which would include hotels in tier 2 and tier 3 cities as well, offering a comprehensive choice to its users. ixigo is also looking for next round of funding to expand and develop new tech products aimed to further simplify lives of 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 travellers 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 <https://www.facebook.com/ixigo?ref=hl> and Twitter at <https://twitter.com/ixigo>

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