



ixigo Named the Fastest Growing Mobile Travel App in India

18th September 2017, New Delhi: ixigo, India's leading travel marketplace, has emerged as the fastest growing mobile travel app among the top travel brands over the last 18 months. Data shared by Kalagato, a leading provider of market and competitive intelligence also suggests that ixigo has become the second largest travel brand based on reach, with MakeMyTrip-Goibibo combine being ranked number one.

As per statistics revealed by Kalagato, ixigo currently occupies around 9% of the total travel market share by reach (defined as % of smartphones that have an ixigo app installed). The ixigo flights app has grown at the fastest rate among all leading travel players, averaging at around a 30% month-on-month growth over the last 6 months. While MakeMyTrip-Goibibo combined has a reach of 17% in the month of June 2017, ixigo's reach stood at 9%, followed by Oyo Rooms at 4.3%, and Tripadvisor at 3.8%.

Commenting on the growth, ixigo CEO and Co-Founder, Alope Bajpai said, "ixigo's focus on solving real travel problems through product innovation and its unwavering commitment to get travelers the best deals, has resulted in a staggering 3x year-on-year growth for the last 2 years, both in terms of traffic and revenue. We have achieved this hyper-growth while improving our store NPS (Net Promoter Score), which has touched +70% for our apps. We are proud that 80% of our growth comes from organic mediums and word of mouth, in comparison to the heavy marketing spends by the incumbents in this category."

Commenting on this, Aman Kumar, Chief Business Officer at KalaGato, said,“As the internet economy in India expands, more and more people are using their mobile devices to check prices, book tickets & find hotel rooms. As a meta search engine Ixigo is perfectly positioned to take advantage of this massive expansion in users and their growth is reflective of that.”

ixigo has been a leader in innovation in the mobile travel category in India, with several industry-firsts such as instant booking across all major OTAs in India, fare prediction for flights, PNR prediction for trains, personalized fare tracking, instant fare alerts and India’s first AI chat-bot for travel. ixigo will also be presenting at the prestigious PhocusWright conference in Florida, USA in November this year.

About ixigo :

Launched in 2007, ixigo is India’s leading travel search app, connecting over 80 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. ixigo’s investors include Sequoia Capital India, Fosun Kinzon Capital, SAIF Partners, MakeMyTrip & Micromax.