



ixigo Introduces Outstation Cab Booking with Reverse Bidding Model

2nd May 2016, New Delhi: ixigo cabs, India's leading super aggregator for cabs has recently introduced outstation cab bookings by building a marketplace of inter-city cab aggregators and vendors with a unique reverse bidding model. Inter-city commuters will no longer have to deal with calling up multiple intercity cab vendors as over 250 of them will compete internally, getting you the lowest possible fare in under 120 seconds. Outstation and inter-city cab bookings with the reverse bidding model are now available on ixigo's website and app for more than 10 cities in North India including Delhi (NCR), Jaipur, Agra, Chandigarh, Rishikesh, Dehradun, Jammu, Shimla, Manali, Meerut and Alwar.

Commenting on the launch, **Venus Dhuria, Business Head, Cabs, ixigo.com**, said - *"Our primary objective has always been to simplify a traveller's life, and in this case we are doing so by getting them the best outstation cab deal in just a few minutes. In addition, we are also giving travellers the option to book a one-way cab, helping them save upto 50% on the total cost. Within just a few weeks of the launch we're responding to over 2000 cab queries a day with an average ticket size of Rs. 6000. We foresee this category to become bigger than intra-city cabs over time!"*

ixigo cabs is unique since it not only aggregates cab vendors from over 300 cities in India, but also has tie-ups for its meta-search with prominent inter-city taxi aggregators such as AHA Taxis, GetMeCab and OneWay.Cab. The company has conducted background verifications and mystery-shopped all its listed taxi vendors and aggregators over a period of 3 months prior to the launch of inter-city services to ensure safety of travellers and to maintain a high quality standard.

Speaking on the collaboration with ixigo cabs, **Amit Grover, CEO, AHA taxis** said - *"We are proud of our association with ixigo, the leader in the travel search category. Having a very large pool of intent data for inter-city travelers makes ixigo cabs the right distribution partner for AHA Taxis. Inter-city cabs is a \$9 Bn market opportunity and we look forward to growing the market together."*

Travellers can book an outstation cab through ixigo cabs on android, mobile web and the ixigo website: www.ixigo.com/cabs . The company expects to roll out aggressively throughout India in the months to come.

About ixigo cabs :

Launched in 2015, ixigo Cabs App is one of the largest radio cab and inter city taxi aggregators in the country. ixigo cabs shows availability and fares across various taxi service providers and car rental companies. It lets you book from online cab operators - Ola, TaxiForSure, Easycabs, Mega Cabs, Autowale, Jugnoo etc. and also lets you compare offline taxi providers.