



ixigo Launches App Discovery Platform for Train Travellers

13th April 2016, New Delhi: ixigo, India's leading travel search marketplace has announced the launch of an innovative app discovery platform that lets brands reach out to train travellers contextually and helps them discover apps and deals relevant to them.

Over 20 brands including Amazon, Flipkart, Paytm, Freecharge, PepperTap, DineOut, BlaBlaCar, UrbanClap, Cleartrip, MakeMyTrip, Spicejet, TravelKhana and Twigly have signed up for ixigo's app discovery platform to market their apps and deals to Indian train travellers. Over 70 Lakh users in India have installed the ixigo trains app, generating a monthly active user-base of close to 18 lakh users, and a daily active user-base of over 3 lakh users spread across 200+ locations in India.

Speaking on the launch, ixigo CEO & Co-Founder, **Aloke Bajpai** said - *"We have delivered over 10 million daily impressions, 1200+ daily app installs and 200+ daily transactions cumulated across our partners in just the first week of the launch! Our goal is to help travellers discover high quality apps contextually. Also, for partners it's a great marketing channel with amazing targeting possibilities. They are helping our travellers recharge on the go, book a meal for their journey, and to discover content, services and products that they may want to order during, before or after their journey. We are now evaluating more partnerships in the news, music and entertainment categories."*

Commenting on the response received by ixigo's platform, **Pushpinder Singh**, Co founder & CEO, TravelKhana said - *"ixigo trains app is a great marketing channel for TravelKhana to reach a relevant and engaged audience."* Adding to this, **Raghav Gupta**, country head, India for BlaBlaCar said - *"We have a strong mutually-beneficial partnership with ixigo that allows travellers to contextually discover our brand and get affordable ride-sharing to their destination as an alternative."*

One of India's most popular apps for train travellers, the [ixigo trains app](#) helps travellers find train routes, check train running status, get coach positions, platform numbers, real time seat availability and PNR predictions for waitlisted bookings. It is currently available only on Android.

About ixigo:

Launched in 2007 in Gurgaon, India by Aloke Bajpai and Rajnish Kumar, ixigo is India's leading travel search marketplace, 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 SAIF Partners, MakeMyTrip & Micromax. Join ixigo on Facebook and Twitter for more updates.