



ixigo Launches AI Powered Chatbot 'ixibaba'

21st July 2016, New Delhi: ixigo, India's leading travel search marketplace has launched 'ixibaba' - an artificial intelligence chatbot designed to simplify the lives of travellers. Along with the human-like-persona of a savvy 'baba', ixibaba provides quick, quirky answers to all travel planning and booking related queries. ixibaba will help Indian travelers find the best ways to plan their trip by conversing with them on topics across flights, hotels, buses, cabs, places to visit and vacation destinations. Apart from using ixigo's proprietary meta-search engine to find where the cheapest travel deals are, the chatbot also covers weather, things to do in a city and even find offbeat adventure activities.

A first-of-its-kind innovation in the Indian travel space, this development is in line with the advances in chat technology and customer interaction. On the new product launch, **ixigo CEO & Co-Founder, Alope Bajpai** said - *"ixibaba is a personal travel assistant that can help you with all your travel queries just like a knowledgeable friend would. With platforms such as Facebook messenger and Whatsapp reaching a critical mass of over a billion users, chat based information and commerce is bound to take off. We believe we are at the forefront of this evolution when it comes to travel!"* **Rajnish Kumar, CTO & Co-Founder** added - *"It took us one year to build ixibaba and it will continue evolving as it learns from real interactions with travelers, since we use artificial intelligence and deep-learning. In tests with over 1000 users, we have seen a nearly 80% accuracy in recognizing travel related queries, and we expect this to continue improving."*

ixibaba has learnt from over 30 million data points across destinations, points of interest, routes, things to do and travel trivia from India and across the world. He will not only tell you all he knows about them but also give you real time information such as the weather, travel routes, flight timings, train status, etc. You will get answers to questions as simple as **"What are the cheapest flights to Mumbai tomorrow"** or **"Find me things to do in Goa in December"** or **"Flight schedule of 6E184"** or **"How to go from Patna to Ahmedabad"** to complex questions such as **"Show me hotels with a pool in Jaipur for under 2000"** or **"What are some good weekend getaways from Delhi this season?"**

ixibaba is fairly easy to use and access since it is accessible on both the web and your mobile browser via the same URL -<https://www.ixigo.com/ixibaba/> . You can also chat with ixibaba on Facebook messenger

by adding ixigo to your contacts or sending a direct message to ixigo at <http://www.facebook.com/ixigo>

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About ixigo :

Launched in 2007 in Gurgaon, India by Alope 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.