



ixigo Launches 'ixibook' to Simplify Travel Bookings

4th March 2016, New Delhi: ixigo, India's leading travel search marketplace has announced the launch of "ixibook", which will allow travellers to make bookings for flights and hotels within its app without being redirected to a third-party app or website. ixigo has collaborated with Cleartrip, a leading online travel agency, and OYO Rooms, India's largest branded hotel network, as its launch partners for flights and hotels respectively.

On the launch, Alope Bajpai, ixigo Co-founder & CEO said - "This is a first of its kind innovation in the Indian travel market, and we have chosen to work with the industry's best for our initial launch. With ixibook, we will deliver a much smoother customer experience for ixigoers and enhance conversions for our partners by allowing users to book with them natively within our app. We expect to move over 30% of our flight and hotel bookings to ixibook within the next few months, as well as add more partners to ixibook later this year."

Commenting on the launch, Stuart Crighton, CEO, Cleartrip said - "We're excited to partner with ixigo on this first-of-its-kind paradigm where an online travel agency and meta-search collaborate closely to create a better user experience, something that we both value immensely." Ritesh Agarwal, CEO, OYO Rooms added - "ixigo possesses deep insights into traveller-behaviour and a rich content focus. Through this collaboration, their audience will find value in our offerings and we will be able to expand our reach to engage leisure travel enthusiasts."

Currently available on ixigo's android app, ixibook allows a user to book a flight or hotel in just one tap. The idea behind the product is not only to enable direct in-app booking but also to save a traveller's time by shortening the conversion funnel. ixibook also stores traveller information, thereby considerably reducing booking time for all subsequent transactions. Post-booking customer support is handled directly by the respective partner. ixibook will also be launching on iOS and web platforms in the coming weeks.

For more information on ixibook, please visit: www.ixigo.com/ixibook

About ixigo:

Launched in 2007 in Gurgaon, India by Alope Bajpai and Rajnish Kumar, ixigo is India's leading travel search marketplace, connecting over 70 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.