



## **ixigo money has helped travellers save Rs.1 Billion On Flight Bookings**

**25th October 2018, New Delhi:** Just a year ago, ixigo, India's leading travel marketplace, launched a first of its kind virtual travel currency and loyalty programme - "ixigo money". Unlike other travel apps, ixigo's loyalty programme is free from any gimmicky offers and restrictions on usage. Within one year of its inception, ixigo money has helped travellers save a Rs.1 Billion on flight bookings.

Prior to ixigo money being launched in October 2017, travellers who booked on travel portals were used to receiving a lot of cashback money in their travel app wallet, most of which they could never fully use on their next transaction. On ixigo, travellers booking flights can not only earn 'ixigo money' on flight bookings, but also spend 100% of their balance on their next flight booking, making it hard to beat the savings that one gets by using ixigo. ixigo money is now being introduced on train and bus bookings on ixigo, and will soon be available for use on hotel bookings.

**Commenting on this milestone, ixigo CEO & Co-Founder, Alope Bajpai said,** *"The response received for ixigo money over the last one year has been overwhelming. At any given time, users can earn upto Rs.1000 on domestic flights and upto Rs.5000 on international flight bookings. Owing to this, in the past one year, over 2 lakh loyal ixigo users have even booked flights for absolutely free with the ixigo money they have accumulated on previous transactions. Comparing flight fares with other apps, ixigo users have booked flights for a price that is more than 20% lower on average. We want every traveller to get 100% value for their money by being able to use all the cashback that they earn on their next booking."*

To celebrate the first anniversary of ixigo money, ixigo has also come out with an exclusive "ixigo money anniversary sale". New users can save flat Rs.800 on their flight bookings between 24th & 31st October 2018, by applying Coupon Code: IXI800, while booking a flight.

**About ixigo :**

Launched in 2007, ixigo is India's leading travel marketplace, with a user base of over 100 million travellers. ixigo allows you to compare and book from 120+ travel suppliers and OTAs across flights, hotels, trains, cabs & destinations. ixigo's vision is to empower every traveller with trustworthy & personalised travel recommendations. ixigo's investors include Sequoia Capital India, Fosun RZ Capital, SAIF Partners, MakeMyTrip & Micromax.