



## **ixigo overtakes MakeMyTrip; records more monthly active users**

**4th December 2018, New Delhi:** India's leading travel platform, ixigo today announced exceeding 25 million-mark of monthly active users (MAU), surpassing 19 million MAUs of competitor MakeMyTrip in November.

**Speaking on achieving this milestone, Alope Bajpai, CEO & Co-founder ixigo said,** "As of November, Out of over 25 million MAUs, our 90% users are from mobile app or mobile website. MakeMyTrip in its investor presentation uploaded on its website in November claimed 19 million MAUs on mobile,".

ixigo, which works on a similar model of UK-based travel and tour aggregator Skyscanner, recorded 126% year-over-year growth in its user base. "We have two apps – for flight and train users. By end of this year, we will cross 100 million combined download mark for both apps. We are the most downloaded app in the country," said Bajpai. ixigo is focusing on its trains app to capitalise on growth from tier 2 and 3 towns.

Key revenue drivers for ixigo include transactional revenue from bookings on flights, train, buses, and hotels apart from ad revenue from few media partnerships, said Bajpai. The company is now focussing on regional content and aims to attract 500 million on the apps for which it has introduced features including radio. ixigo is also planning to add more content for reading and listening for users.

ixigo also recorded 6X growth in transactions to touch 1 million passenger bookings per month through its platform for flights, hotels, buses, and trains. “Last year we were just under 200,000 passenger bookings,” said Bajpai.

The app for trains is currently available in eight different languages that also works offline. “Users can check train’s running status, PNR, seat maps, platform number, fare prediction for future bookings etc., without access to internet or GPS. Given the large user base we have, we have accuracy in information. This nature of outsourced information is why we have grown fast,” said Bajpai.

**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.