

## iXiGO Launches India's Most Comprehensive Hotel Search Engine

*Never before Rates and Access to over 4,500 hotels across 320 Indian cities*

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iXiGO.com, India's fastest growing travel search engine, today announced the launch of India's most comprehensive hotel search. With iXiGO's hotel search, customers will be empowered to search and book accommodation in real time with instant confirmation at best prices across 4500 hotels in 320 Indian cities. iXiGO's new hotel search provides users with more choice than ever before, as it includes budget accommodation across hostels, guest-houses, serviced apartments and villas. A sample search for hotels in Bangalore retrieved 185 properties with more than 25 options available at less than 1500 Rs. per room night.

iXiGO's hotel search accesses more than 30 leading national and international hotel booking websites, enabling comparisons of room tariffs of the same hotel across multiple sites within a few seconds. The hotel search engine sorts accommodation by price, star ratings and amenities and allows detailed views for maps and photos; all in a single webpage. An instant keyword search on names, addresses and filters on best value within hotels narrows down the search - features so far restricted to only select international travel portals.

Speaking on the occasion, Mr. Alope Bajpai, Founder & CEO of iXiGO said, *'We are bringing our disruptive flight search model to hotel bookings by allowing instant real-time search across hotel booking sites. By comparing aggregators like Expedia, Travelocity, Orbitz, Desiya and some exclusive international content partners such as HotelsCombined, we hope to strategically integrate with booking sites of independent hotels and hotel chains in the future, to better manage their yields and lower their internet distribution costs'.*

iXiGO's rapid growth is a direct result of its disruptive model that allows travelers to search and book directly on airline sites, saving them time and money while reducing distribution costs for airlines. Launched in June 2007, iXiGO has been named as one of the most innovative startups in the world by Red Herring magazine and NASSCOM. iXiGO recently closed a pre-Series A investment round with Singapore-based investment fund, BAF Spectrum.

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### **ABOUT iXiGO.com:**

iXiGO.com ® is India's leading online and mobile travel search engine based out of Gurgaon. Launched in June 2007, iXiGO has been recognized by various national and international awards for its unique market approach, product usability, and passionate management team. iXiGO is driven by an entrepreneurial team of young IITians and INSEAD MBAs. For more information about iXiGO please visit [www.ixigo.com](http://www.ixigo.com) .

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