

## iXiGO.com unveils India's Biggest Hotel Search - "Hotels 2.0"

*Strikes partnerships with leading hotel and hostel aggregators & review sites*

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iXiGO.com, India's fastest growing travel search engine, today unveiled its new and improved hotel search engine with tools for searching from an expansive range of accommodation options across India aided by reviews from multiple sites.

iXiGO now features accommodation options from Travelguru, India's leading hotel network, Inasra, a fast-growing Chennai-based hotel aggregator, and Hostelworld, a leading online reservations provider to the budget, independent and youth travelers. These strategic tie-ups make iXiGO India's biggest hotel and hostel search engine, featuring over 6400 properties in more than 400 cities and towns across India, comparing prices from 40 hotel and hostel booking websites. The new hotel search will give online accommodation seekers a never-before range of options ranging from hostels to serviced apartments and luxury resorts - all available on one page. In addition to the enhanced inventory base, iXiGO has entered into partnerships with HolidayIQ and OKTataByeBye - two of the leading Indian hotel review sites. Users can now read hotel reviews written by other travelers on these partner sites, compare hotel rates from multiple hotel aggregators, before deciding on the best fit accommodation. iXiGO facilitates users to find the best deal and redirects them to hotel booking site for completion of transaction.

Speaking on the occasion of the launch, Mr. Rajnish Kumar, co-founder & CTO remarked - 'Our 2.0 release is definitely the killer-app for hotels. Users can now navigate through more detailed map views, narrow down to hotels near an address they specify within the city, and even filter down to their favourite hotel chain brands at the click of a mouse'. Alope Bajpai, founder and CEO, added - 'iXiGOers want comprehensiveness, choice, and unbiased reviews before they make hotel booking decisions, and that's what we have given them today. It is yet another effort from us to make online travel search in India smarter, easier and faster'.

iXiGO.com was launched in June 2007 by a team of young IITians and INSEAD MBAs. In a short span of one year, iXiGO is being seen as a disruptive innovator in the online travel industry, and has become the country's leading travel search engine, generating nearly 1% of online direct bookings for some of its airline partners. With the launch of its hotels product in April 2008, iXiGO has diversified into a much more fragmented space, where its unique business model saves time and money for travelers through superior access to real-time travel information from multiple online travel sites.

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

iXiGO.com ® is India's leading online 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 and has raised seed capital from BAF

Spectrum Pte Ltd, a Singapore based early stage investment fund. For more information about iXiGO please visit [www.ixigo.com](http://www.ixigo.com) .

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