

Zoomtra.com partners with RouteGuru to offer driving directions

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New Delhi, Delhi, November 3, 2008 /[India PRwire](#)/ -- Zoomtra.com, India's largest travel search engine has added yet another tool to their gadget shelf. This time it is driving directions powered by RouteGuru which includes landmark based route instructions, route map and auto rickshaw fare finder service.

The service will help tourists who come to Delhi by guiding them through the shortest route between any two locations in Delhi/NCR along with distance and an approximate auto rickshaw fare for that route. The service is auto-prompted when a user searches a flight or a train 'from or to' Delhi region on Zoomtra.com. The service will also help Delhiites discover routes to the Indira Gandhi international Airport and various Railway Stations from their location.

Vikas Jawa (Director, Zoomtra.com) said that, "This is a new offering to our users in order to further enhance their travel experience. We will continue to offer the most comprehensive travel information with innovating newer tools and services for our users. We will look forward to extend this service to other parts of the country jointly with RouteGuru.

Avinash Agrawal, CEO, RouteGuru, said, "Zoomtra is clearly a leader in travel search space. We are excited to provide this new experience to their users. This also marks the beginning of the web-syndication phase for us. The idea is to extend our product through good 3rd party applications that would benefit from it."

Notes to Editor

About Zoomtra:

Zoomtra.com is India's largest independent travel search engine and country's biggest online travel marketplace that enables travel sellers (airlines, hotels, tour providers and others) to promote their deals with real time pricing and availability in an unbiased and neutral format to interested buyers.

Zoomtra.com strives to provide the most comprehensive and relevant travel information to its users in order for them to make informed and confident purchase decisions. Zoomtra.com has been incubated by the Smile Interactive Technologies Group. For more information please visit <http://www.zoomtra.com/about-us.html>

About RouteGuru:

[RouteGuru](#) is a leading service for searching maps, directions and related travel information, accessible over Internet, SMS and GPRS. It's services are presently available in Delhi-NCR. RouteGuru pioneered "turn-by-turn landmark-intelligent directions" for Indian terrain – a patent-pending technology. Its service to retrieve travel distance, auto-fare and RouteHints™ on-the-go, using SMS or GPRS, is a first of its kind. It also provides custom-direction services to event organisers and retail brands in Delhi-NCR, and targeted marketing opportunities to advertisers. RouteGuru team can be reached at "team at RouteGuru dot com".

For more information, please contact:

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