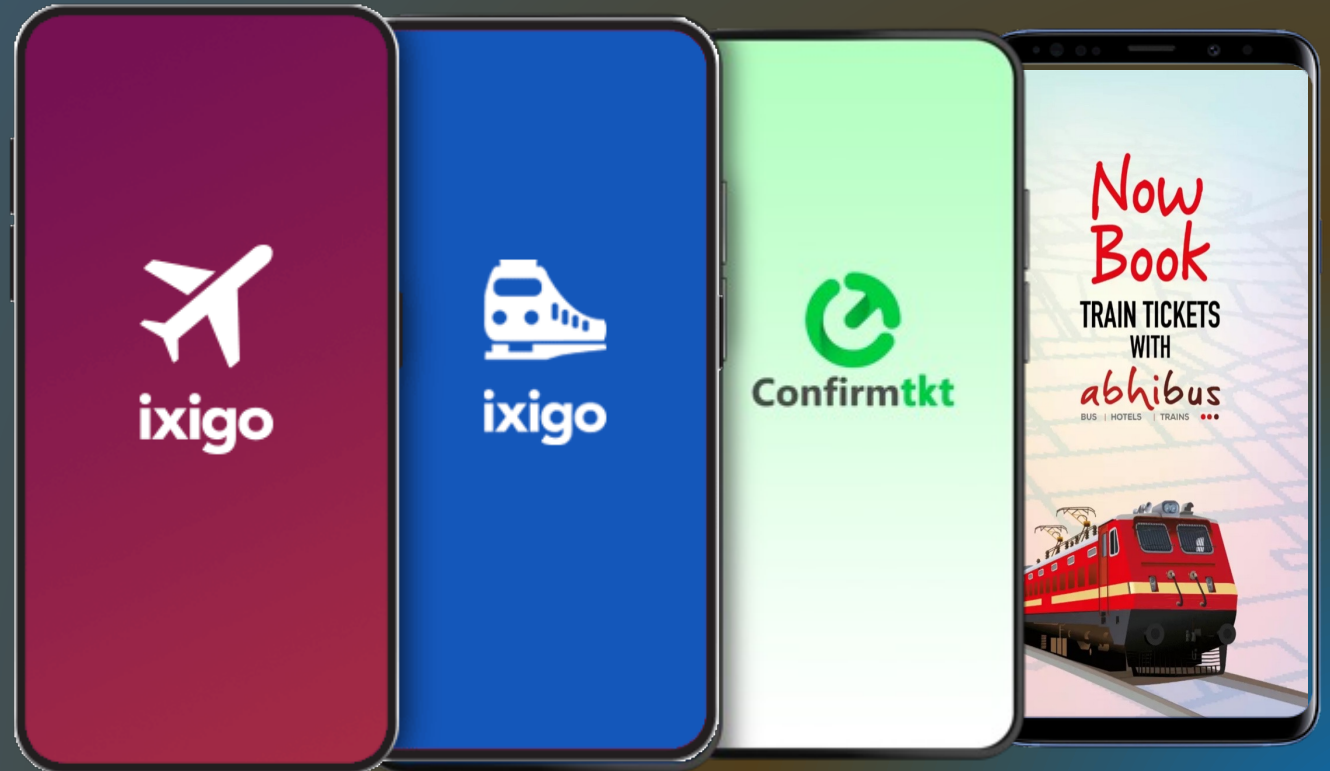
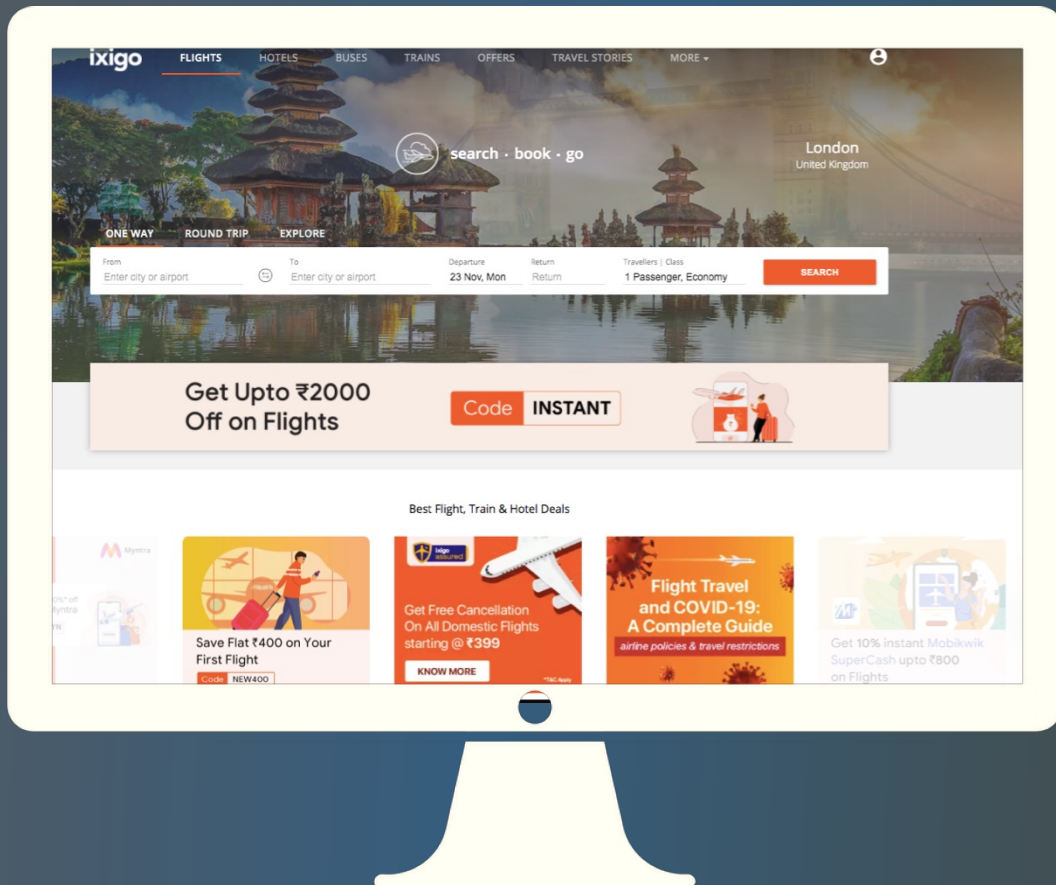


ixigo

India's leading online travel platform





scale

2nd Largest Online Travel Booking Platform

Top-10 Ecommerce App in India by Downloads / DAU

55+ **Million**
Monthly Active Users

 **5.5+** **Million**
Daily Active Users

4+ **Billion**
Monthly Screen Views 

 **300+**

Million
App Downloads

 **160**

Minutes
Time spent in our apps
per user per month

 **300+**

Advertisers
Across Industry verticals

































 **4.5**

Avg PlayStore Rating
With 1.8 Million Reviews

TRAVEL

2021 Rankings by Market | Travel

AMER - Breakout Downloads

| | Worldwide | United States | Canada | Mexico | Brazil | Argentina | Colombia | Chile |
|----|---|--|---|--|---|--|---|---|
| 6 | what3words | American Airlines | Canada's Wonderland | Despegar | Buser | Cabify Driver: app conductores | Booking.com | Family Locator |
| 7 |  IRCTC Train Booking ixigo |  United Airlines |  Booking.com |  Booking.com |  Airbnb |  Maxim: taxi order |  Hopper |  Despegar |
| 8 |  Uber |  Uber |  Neuron |  Rastrear Celular por el Numero |  Circuit Route Planner |  Despegar |  Avianca |  Circuit Route Planner |
| 9 |  ConfirmTkt |  Expedia |  Expedia |  DiDi-Mobility |  Livelo |  Mendotran Cuando SUBO? |  Waze |  Google Maps |
| 10 |  Hopper |  Parkmobile |  RocketMan Transit |  Hopper |  Decolar.com |  Family Locator |  Airbnb |  Airbnb |

ixigo

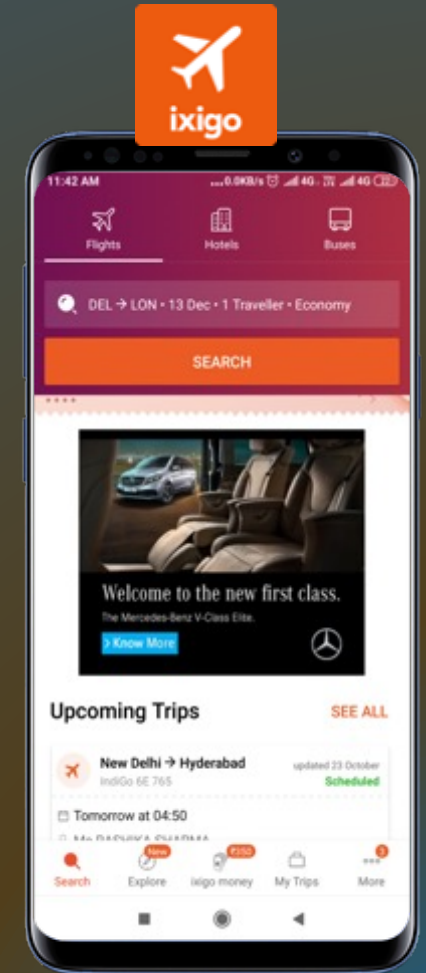
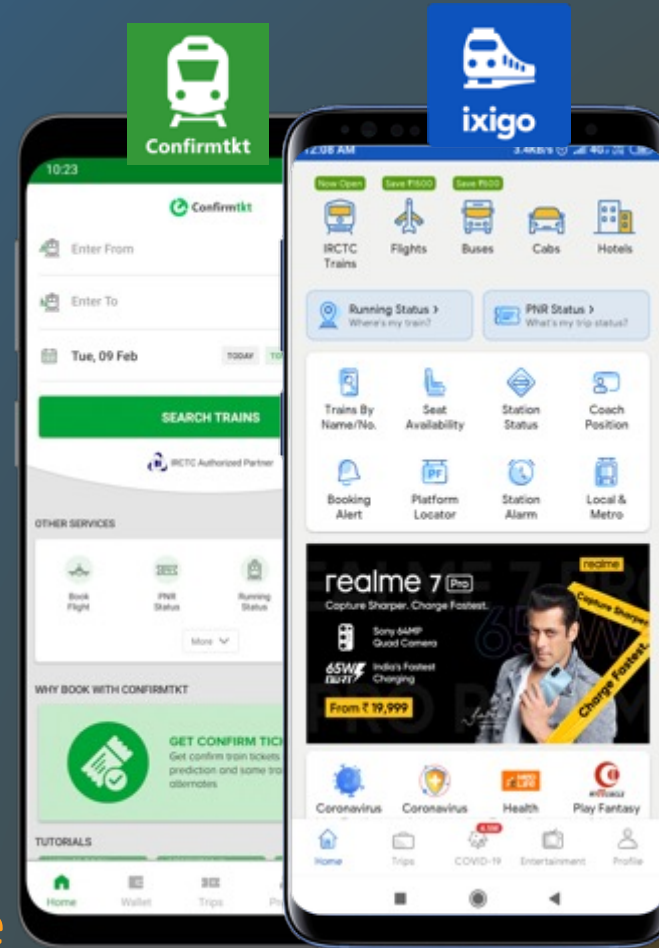
app and audience overview

6th most downloaded travel app in the world (SensorTower)

10-25 K Rs. Annual Spend Per Transacting User

50% YoY User Growth

#1 OTA App on Play Store By Google Ranking



Apps for भारत
For Next Billion Users

App for India
1st 100 Million Users

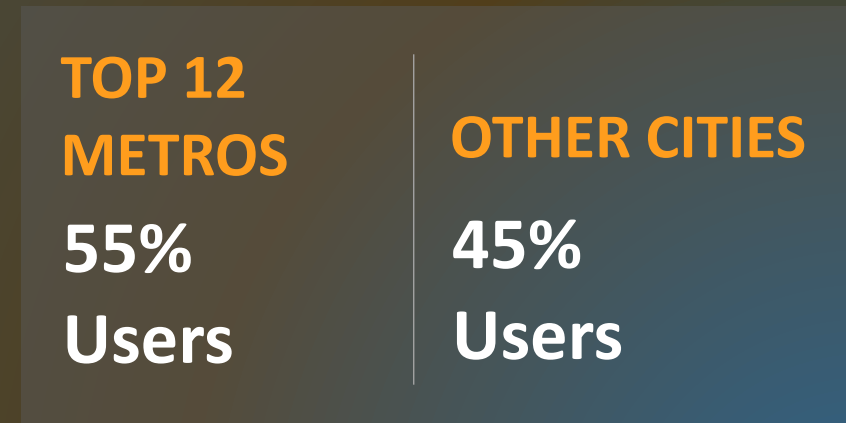
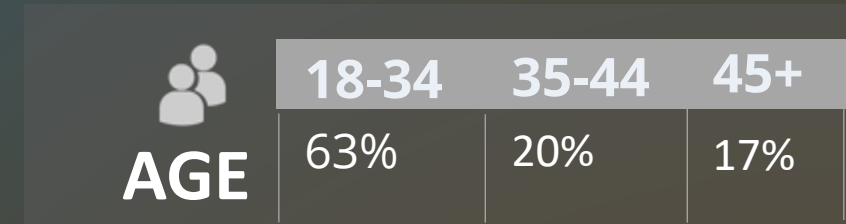


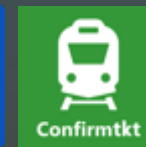
audience penetration & distribution



Top 10 Geo Breakup – 1 Month Data (For ixigo train app)

| CITY | USERS |
|-----------|-------|
| Lucknow | 10% |
| Patna | 9% |
| Delhi NCR | 6% |
| Indore | 6% |
| Mumbai | 5% |
| Ahmedabad | 5% |
| Hyderabad | 4% |
| Nagpur | 4% |
| Pune | 4% |
| Jaipur | 4% |





Travel Search Behaviour

Source & Destination, Date of Journey,
Travel Class, Journey Type



Demography

Age, Gender, Location



Device and Network

Device Model, Network Operator,
Operating System



Date & Time Based

Date / Time / Hour of Day

AWARENESS / LAUNCH CAMPAIGNS

SUSTENANCE / ENGAGEMENT

**High
Impact**

**100% SOV
Roadblock
Splash Screen**

Sponsored
Content

Social
Promotion

Video
Promotion

Targeted Display Ads

Content Promotion

Social Engagement

Roadblock Across Platform:

- Desktop
- App
- Mobile Web

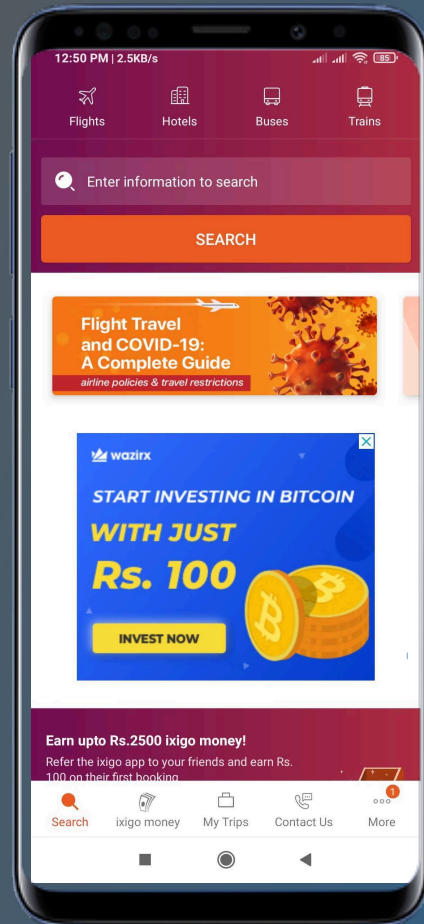
Deliverables :

- Est Impressions : 7-8 Million
- Est CTR : 0.3
- Reach : 2.5 Million

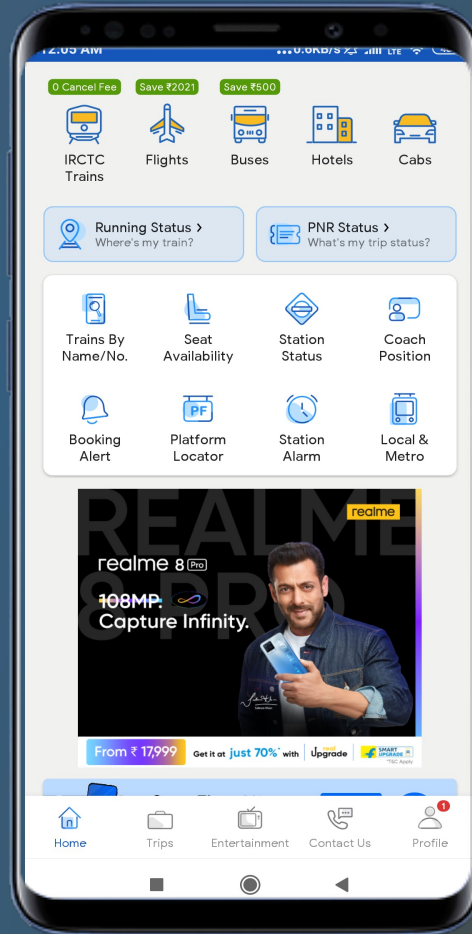
Display Placements



ad formats - apps



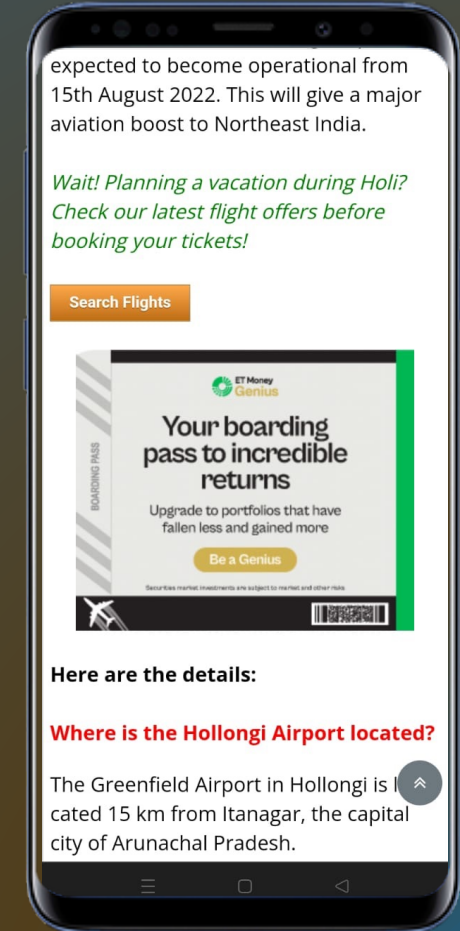
300x250/360x200
Flight App Home
Screen



300x250/360x200
Train App Home
Screen



320x480
Train App Interstitial



300x250
Mweb Content Page

[Flights](#)
[Trains](#)
[Buses](#)
[Hotels](#)
[Offers](#)
[Customer Service](#)
[Login/SignUp](#)

From
DEL - New Delhi

To
DXB - Dubai

Departure
17 Jun, Fri

Return
Return

Travellers | Class
1 Passenger, Economy

SEARCH

Stops
☐ Non stop
☐ 1 stop
☐ 1+ stops

Refundable ☐

Departure from DEL

00:00 - 06:00

06:00 - 12:00

12:00 - 18:00

18:00 - 24:00

Early Morning

Morning

Mid Day

Night

Airlines
☐ Air India ₹11269
☐ Air-India Expr... ₹14825
☐ British Airways ₹196202
☐ Emirates ₹17133

MORE FILTERS

14 Jun, Tue
₹16044

15 Jun, Wed
₹11154

16 Jun, Thu
₹11892

17 Jun, Fri
₹11154

18 Jun, Sat
₹11154

19 Jun, Sun
₹11154

20 Jun, Mon
₹11154

Grab the cheapest fares. Don't miss out!
Wait for the right time to book. Set Fare Alerts & get notified instantly when fares drop.

SET ALERT

Sort by: CHEAPEST

Value for money

INDIGO
6E21

DEL
19:55
Fri, 17 Jun
New Delhi

3hr 45min
non-stop

DWC
22:10
Fri, 17 Jun
Dubai

₹11154 ₹10479

BOOK

SPICEJET
SG5

DEL
20:15
Fri, 17 Jun
New Delhi

3hr 50min
non-stop

DXB
22:35
Fri, 17 Jun
Dubai

₹11892 ₹11242

BOOK

Starting at ₹45.50 per day,
Travel anywhere in

ASIA

Tata AIG Travel Insurance

Get Price

S-CROSS
THE REFINED SUV

BOOK A TEST DRIVE

CREATE. INSPIRE.

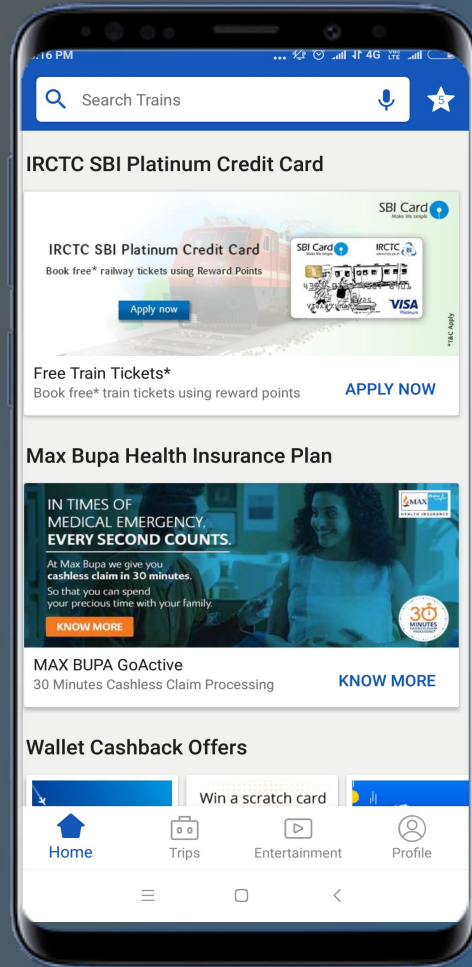
Get instant discount on bookings with your ixigo money

LOGIN

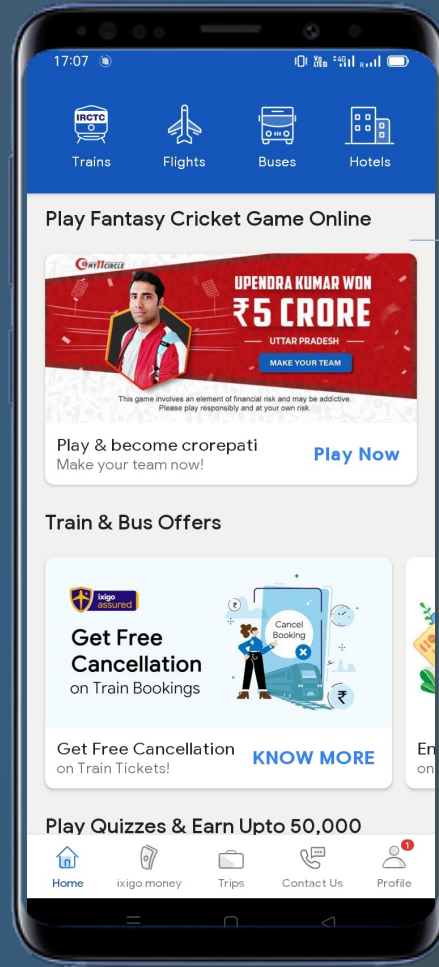
Search Results Page Banner (300x250)



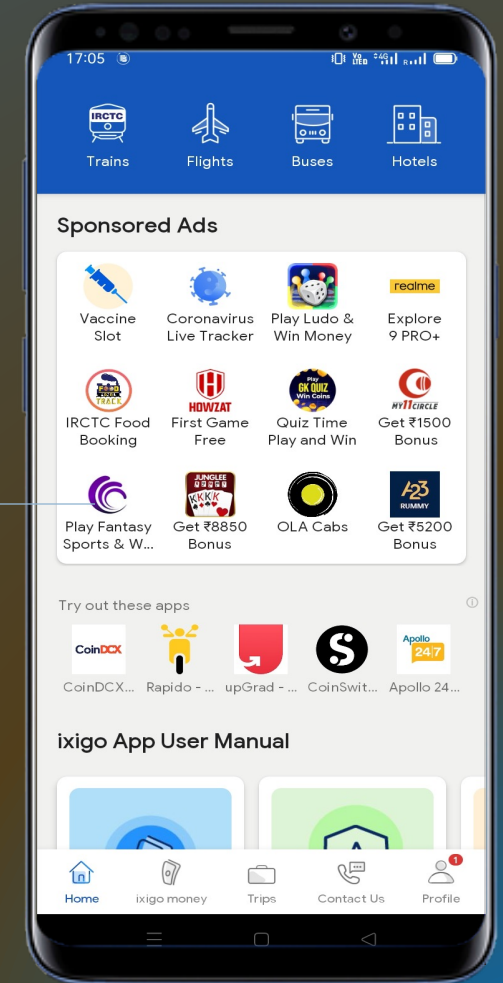
Train Appwall and Appgrid



Native – Apwall Banner on Train App home Screen



- Fixed Placement
- 40 Million Monthly Viewable Impressions
- 15-25K Monthly Clicks



App Grid Section

- Icon placement on Train app grid section
- Estimated Monthly Clicks : 30-45K

Content & Social Promotion



content promotion

We have a very high user base on our social platform. We will create articles specifically for the said campaign and populate through our channel to the relevant users.

On an average each article is viewed by 40K users.

We can also include banner(300x250) and 3-4 backlinks within the article



Travel like a pro: Mastercard's guide to Singapore!

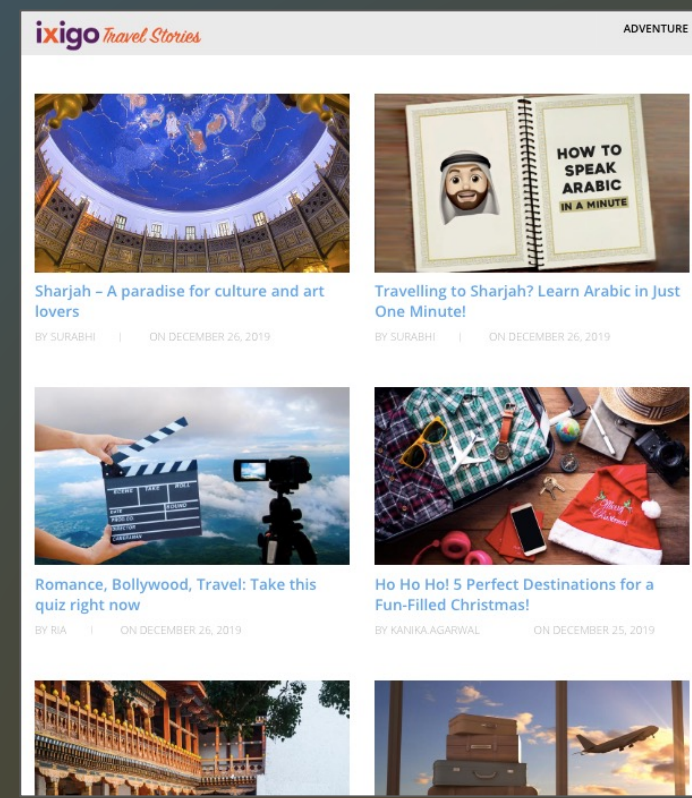
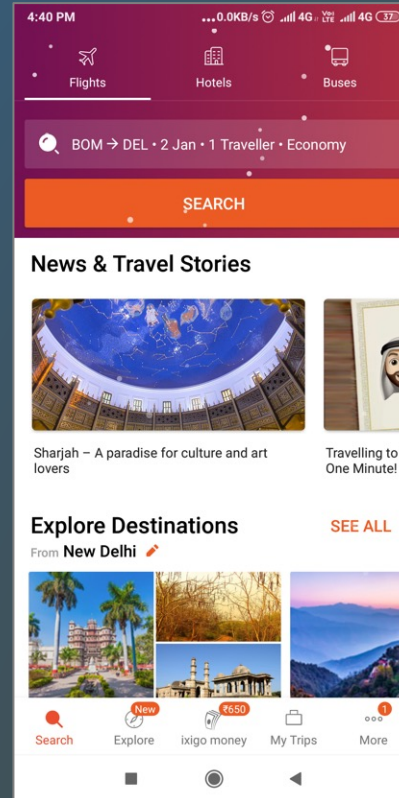
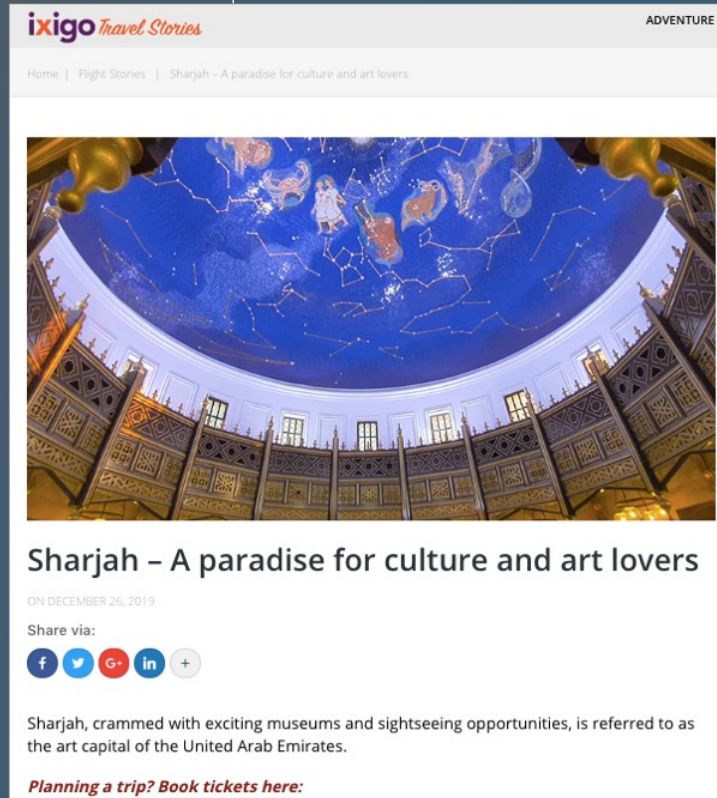
ON DECEMBER 14, 2018

Singapore, a gorgeous island country, is undoubtedly one of Asia's most exciting destinations. From world-class shopping centres, delicious cuisines to fantastic architectures and glittering skyscrapers, this place should definitely be on your bucket list.

However, do you know there is a part of Singapore waiting to be uncovered by the foodies and shopaholics? Yes, the local food is amazing here along with several great places to shop. So, what are you waiting for? Kick start your Asian Adventure with a visit to 'The Lion City'.



content promotion



The content is promoted through Social Media Push, App Notification and organically on App and Desktop.

Run engaging contests on ixigo's twitter, Instagram & Facebook channels to generate buzz around the campaign



Brand Integration:

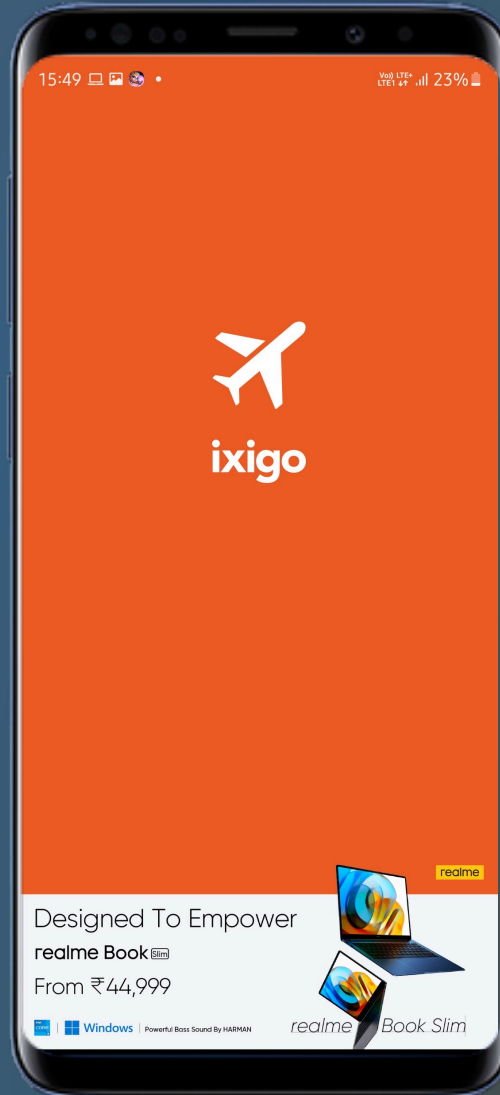
- Logo/Branding across all image units on social posts related to the contest, web/app banner, mailers and push notification
- Hashtag that will include the brand name and is compulsory for all entries

Discovery and Announcement:

- Through posts on all our social channels - Facebook, Twitter, Instagram: Post+Story
- Article around Contest, E-mailer and App notification
- Promotion on web/app

ixigo

premium impact property



SPLASH SCREEN

- The splash screen appears prior to the first screen of the app
- It offers 100% visibility for the brand for 3-5 seconds and has 100% SOV
- 8 - 10 million daily screenview
- Focused attention and improved unaided recall
- Non-clickable and ideal for new launches, offers running only for a day



our clientele (300+ Advertisers to date)



Lufthansa



NEXA



RENAULT



Thank You