ixigo

India’s Leading OTA for the ‘Next Billion Users’

ixigo ixigo Confirmtkt abhibus

Our Business

Flights

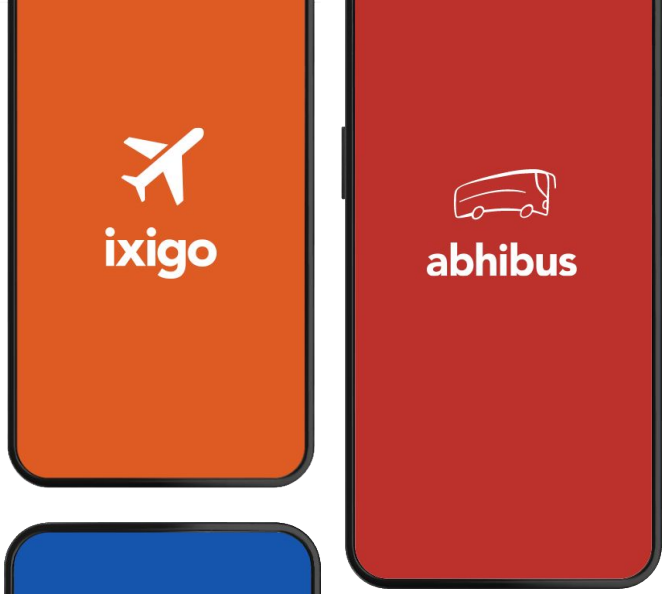
Hotels

Trains

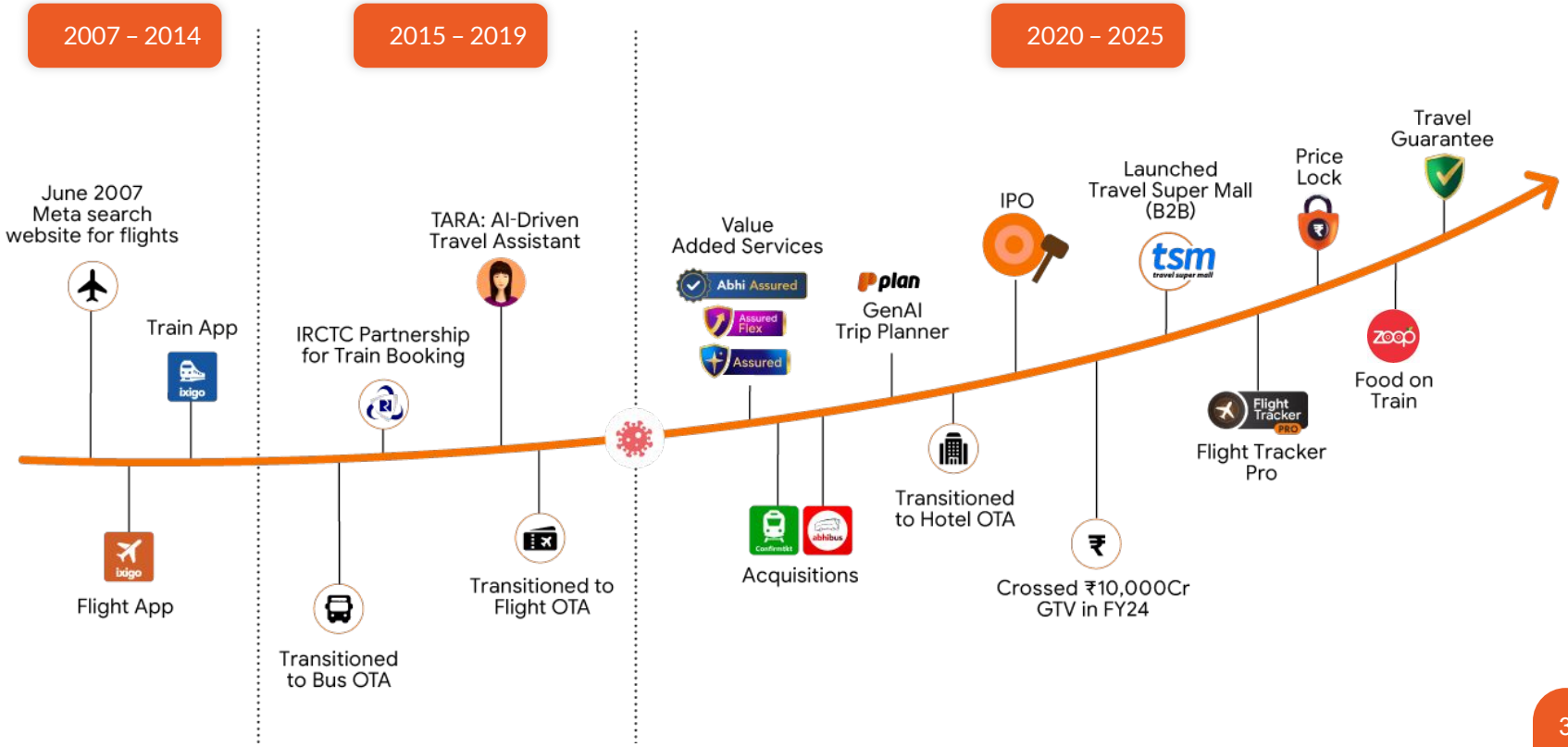
Buses

Who We Are

We are a technology company focused on empowering Indian travellers to plan, book and manage their trips.



Our Journey


2007 – 2014
2015 – 2019
2020 – 2025
June 2007
Meta search
website for flights
Flight App
Train App
IRCTC Partnership
for Train Booking
Transitioned
to Bus OTA
TARA: AI-Driven
Travel Assistant
Transitioned to
Flight OTA
Value
Added Services
Abhi Assured
Assured Flex
Assured
Acquisitions
GenAI
Trip Planner
Transitioned
to Hotel OTA
IPO
Crossed ₹10,000Cr
GTV in FY24
Launched
Travel Super Mall
(B2B)
Flight Tracker
Pro
Price
Lock
Travel
Guarantee
Food on
Train

India's Largest Travel Platform[1]

MAU[2]
83.56 Mn

Towns[4]
2400 +

681.72 Mn
Lifetime Downloads[4]

85.80%
Repeat Transaction Rate[3]

93.92 %
Deep penetration in Tier II / III[2]

Lifetime Transacted Users [4]
43.83 Mn

Lifetime Registered Users [4]
300.74 Mn

Annual Passenger Segments Booked [3]
122.95 Mn

Note: 1. Basis MAU & Downloads | 2.For 3 months ended 31st March 2025| 3. For year ended 31st March 2025| 4. As of 31st March 2025

Fun Facts
about ixigo

1. GTV

₹14,972 Cr

That's more than Bollywood's annual box office collection in its best-ever year!

2. Monthly Active Users

83.56 Mn

That's twice as many people as it would take to form a human chain around the Earth.

3. Train Passenger Segments

96.03 Mn

That's enough travelers to fill more than 230 Vande Bharat Trains, everyday, for 1 year!

4. Queries Solved by AI Chatbot

5.01 Mn

That's nearly as many queries as the entire population of Norway could ask in one go!

Note: 2 is for 3 months ended 31st March 2025 | 1 ,3 and 4 are for year ended 31st March 2025

5. Average Refund Time

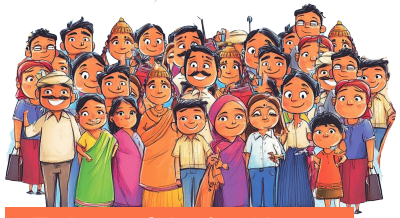
3 hr 17 min

Hit Play on DDLJ and your refund will be processed before Babuji says "Jaa, Simran, jaa. Jee le apni zindagi"

6. Q4 App Downloads

31.21 Mn

That's 4 downloads per second!



7. Annual Active Users

544.35 Mn

That's enough people to form the 3rd most populated country in the world!

8. Annual Transacting Users

15.41 Mn

That's enough to fill over 85,000 A320 aeroplanes!

Note: 6 is for 3 months ended 31st March 2025| 5 ,7 and 8 are for year ended 31st March 2025

India's Leading OTA For The Next Billion Users [1]

Fastest Growing [2] & Gaining Market-Share in All Lines of Businesses

1[3] ixigo Confirmtkt

2[3] abhibus

3 ixigo Fastest Growing [4]

"One-stop" Multi-Brand Travel Ecosystem

Note: 1. Highest Monthly Active Users for mobile apps across all key OTAs as of September 30, 2023 (Source: F&S Report) | 2. Basis Revenue from Operations CAGR from FY20 to FY24| 3. Source: F&S Report dated December 2023 (Updated May 2024)| 4. Basis GTV growth for Flights in the quarter ended 31st Dec 2024.

Impactful Brand Partnerships

We are investing on brand-building for enhancing our top of mind recall and trust. In FY25, we launched our “Na yeh na woh, bas ixigo” campaign for ixigo Trains with Rohit Sharma, leveled up our Royal Challengers Bengaluru partnership for ConfirmTkt and onboarded Chennai Super Kings for AbhiBus.

Audience Penetration & Distribution

Top 10 Geo Breakup

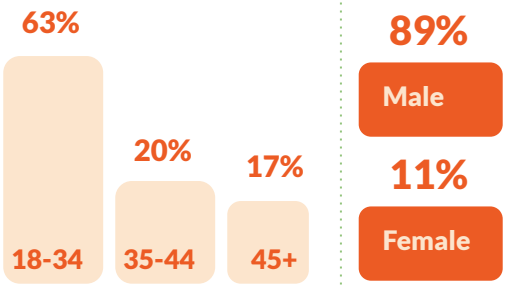
For ixigo Train App

City	Users
Lucknow	10%
Patna	9%
Delhi NCR	6%
Indore	6%
Mumbai	5%
Ahmedabad	5%
Hyderabad	4%
Nagpur	4%
Pune	4%
Jaipur	4%

For Confirmtkt App

City	Users
Patna	10%
Hyderabad	9%
Lucknow	9%
Pune	7%
Delhi	7%
Indore	6%
Mumbai	6%
Bengaluru	6%
Chennai	5%
Ahmedabad	5%

Age and Gender



Age Breakup

TOP 12 METROS

55%

OTHER CITIES

45%

Media Solutions

Display Placement

Display Inventory
Inventory on Web, Mweb and App

Impact Buy
Roadblock across web, mweb and app

Content Promotion

Sponsored Article
Engaging article created specifically as per the campaign requirements

Video/Reels
Engaging, immersive, and visually stunning content promotion through video/reel

Premium/Customized Property

Splash Screen Branding
Branding on launch screen of the app

Branded Icon
Fixed sponsored icon on flight section/page across platform

App Notification
Notification to active user base with targeting options

Audience Targeting

Travel Search Behaviour : Source & Destination, Date of Journey, Travel Class, Journey Type and Mode of Journey

Demography : Age, Gender and Location

Device and Network: Device Brand, Device Model, Network Operator and Operating System

Date and Time Based : Date, Time and Hour of Day

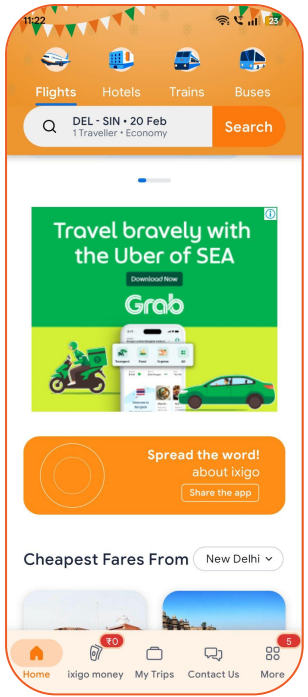
3rd Party Audience Targeting : Apart from first party audience targeting, there is option to target the user basis the users' behaviour and interest

Display Placements

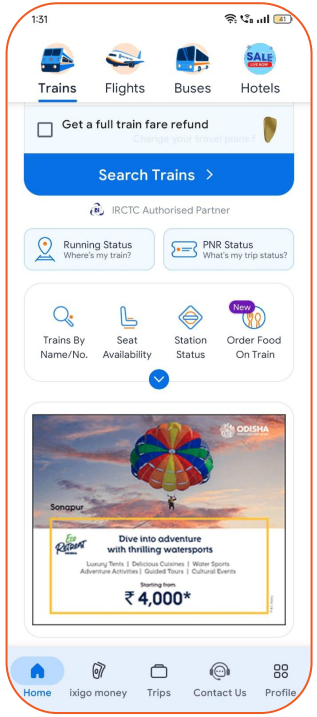
App, Web and Mweb

Ad Formats - App Home Screen

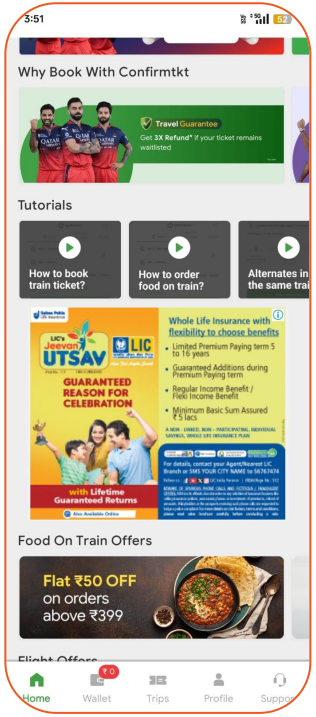
Ad Size: 300x250/ 360x200



ixigo Flight App



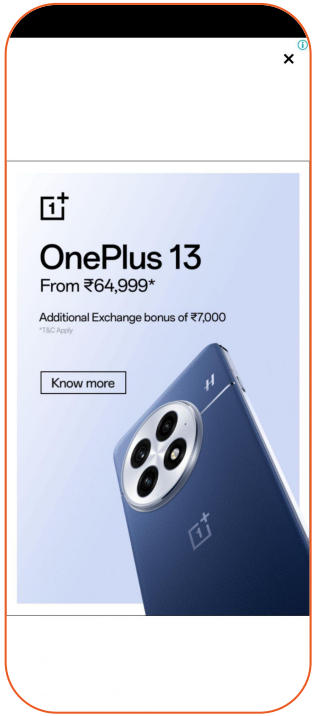
ixigo Train App



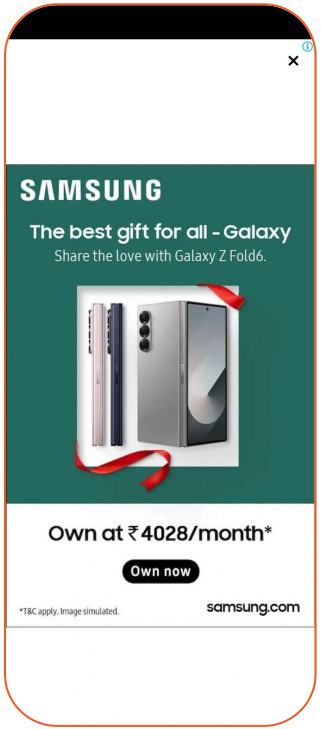
Confirmtkt App

Ad Formats - App Interstitial

Ad Size: 320x480



App Exit Interstitial

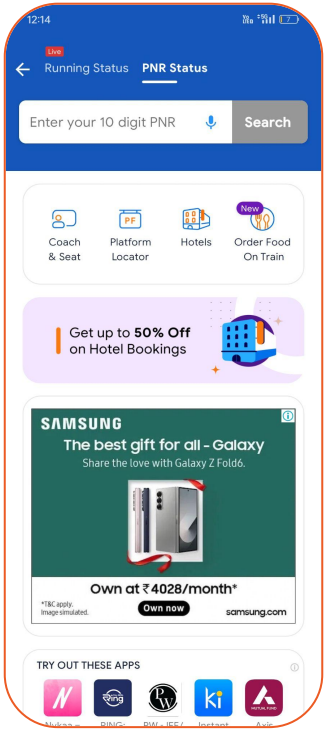


Running Status Interstitial

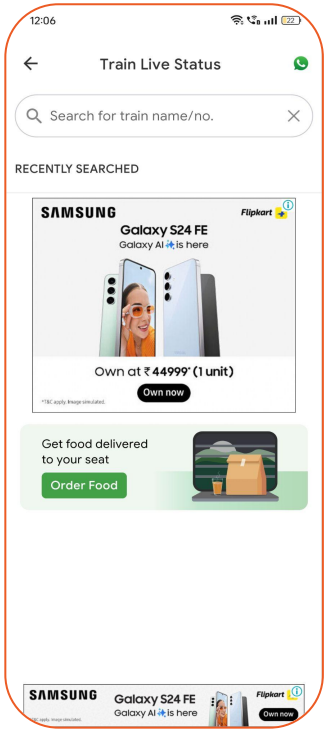
PNR Status Interstitial

Ad Formats - App Inside Screen

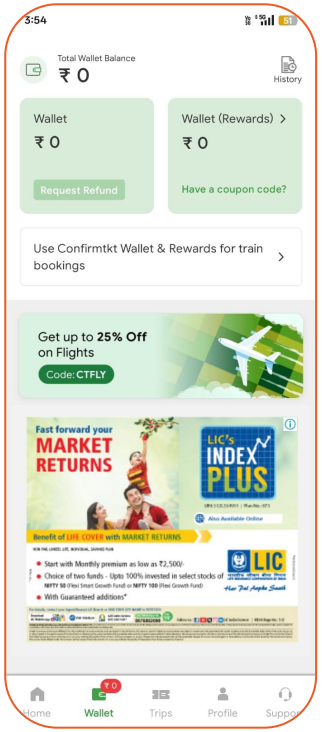
Ad Size: 300x250/ 360x200/320x50



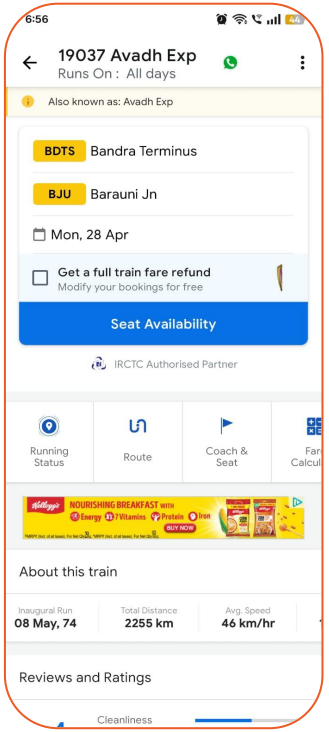
PNR Status Form Screen



Running Status Form Screen



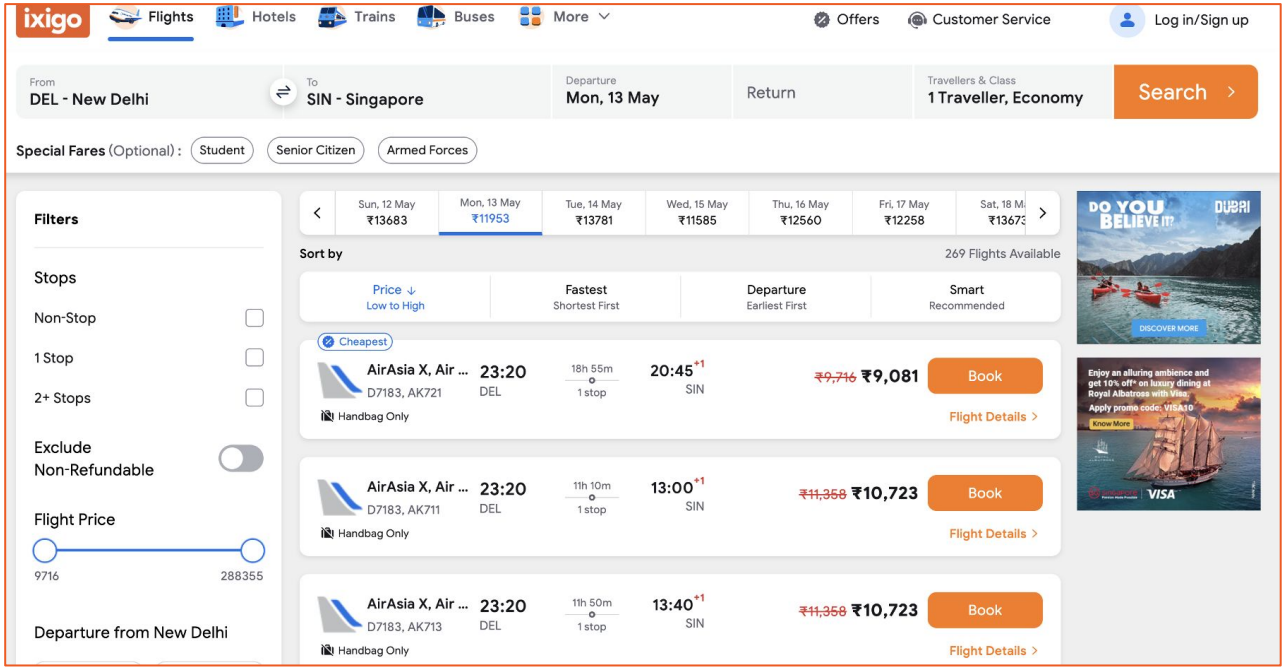
Wallet Screen



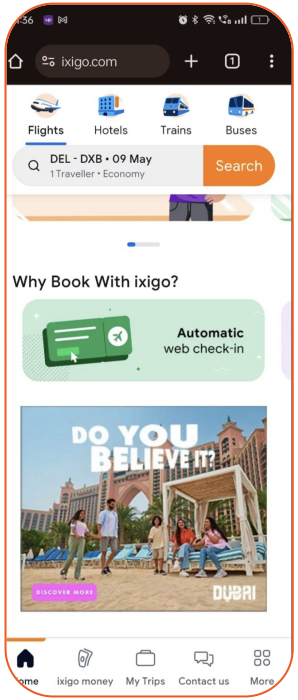
Train Detail Screen

Ad Formats - Desktop and Mweb

Ad Size: 300x250



Desktop Search Page

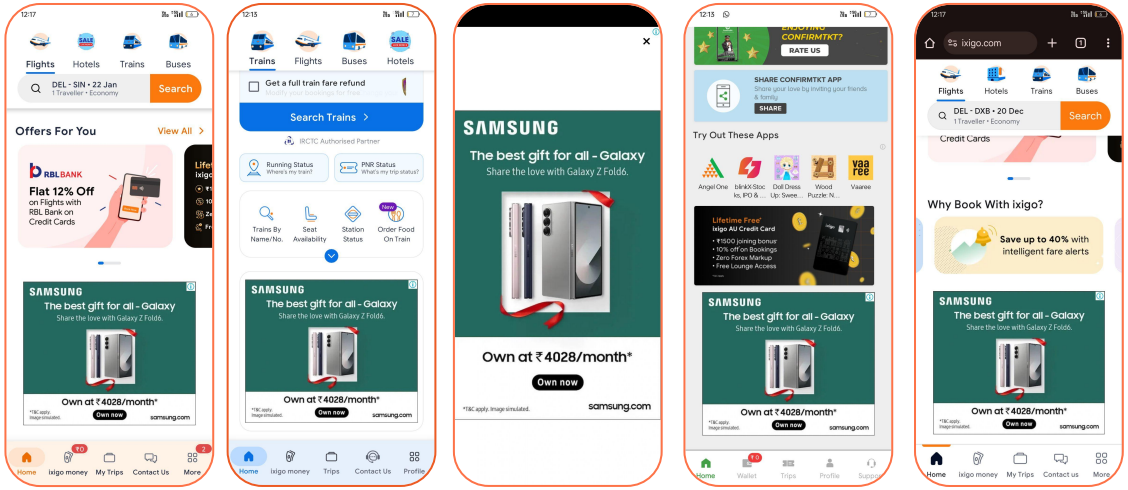


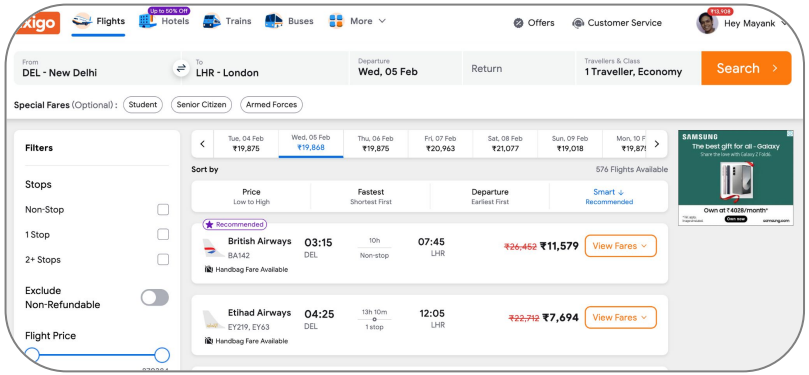
Mweb Home Page

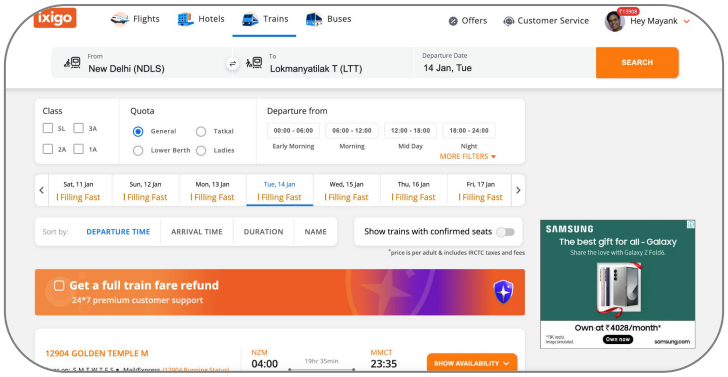
Roadblock

Platform : App, Web and Mweb

Est Daily Impressions : 10 Million
Est Reach : 2.5 Million
Est CTR : 0.25%





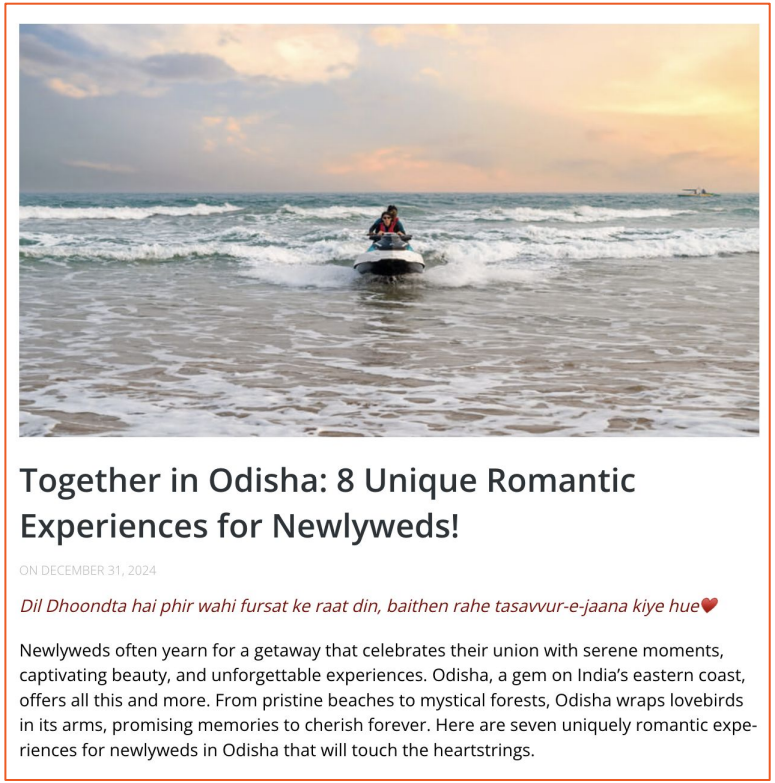


Content Promotion

Content marketing / Sponsored articles

Content Promotion

- The content is promoted through Social Media Push, App Notification and organically on App and Desktop
- On an average we deliver 50K page views per article

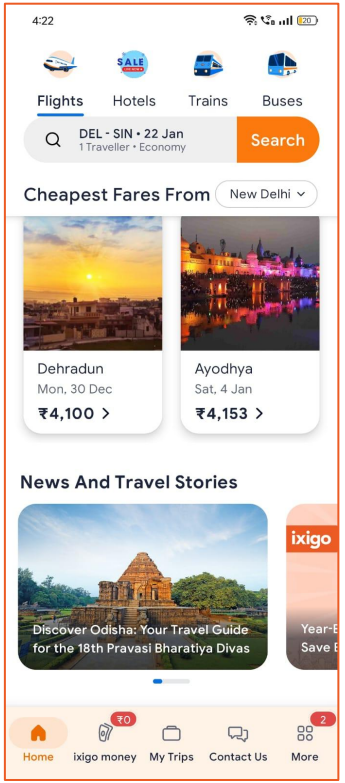


Together in Odisha: 8 Unique Romantic Experiences for Newlyweds!

ON DECEMBER 31, 2024

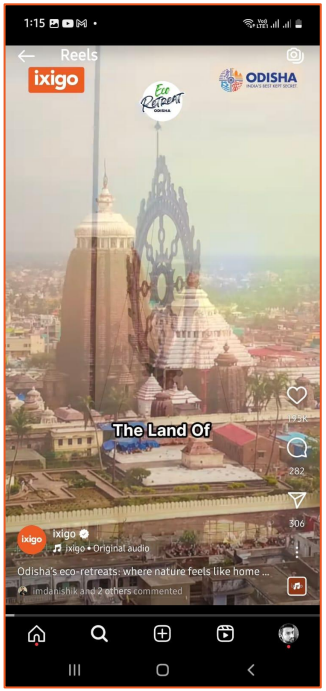
Dil Dhoondta hai phir wahi fursat ke raat din, baithen rahe tasavvur-e-jaana kiye hue❤

Newlyweds often yearn for a getaway that celebrates their union with serene moments, captivating beauty, and unforgettable experiences. Odisha, a gem on India's eastern coast, offers all this and more. From pristine beaches to mystical forests, Odisha wraps lovebirds in its arms, promising memories to cherish forever. Here are seven uniquely romantic experiences for newlyweds in Odisha that will touch the heartstrings.



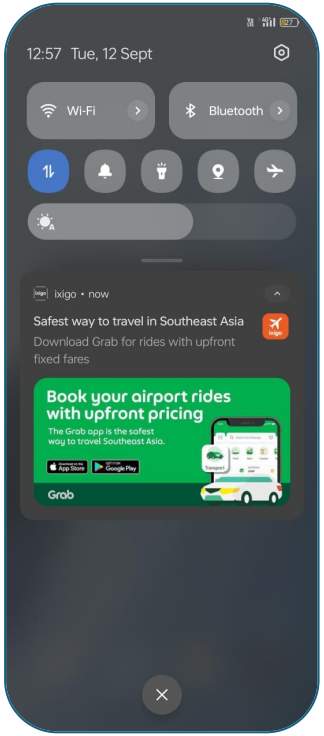
Video/Reel Promotion

- Engaging, immersive, and visually stunning content promotion through video/reel
- On an average we deliver 2 Million views per video/reel

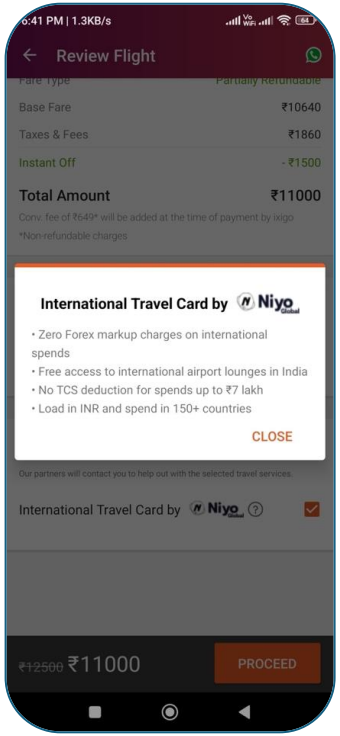


Customized Property

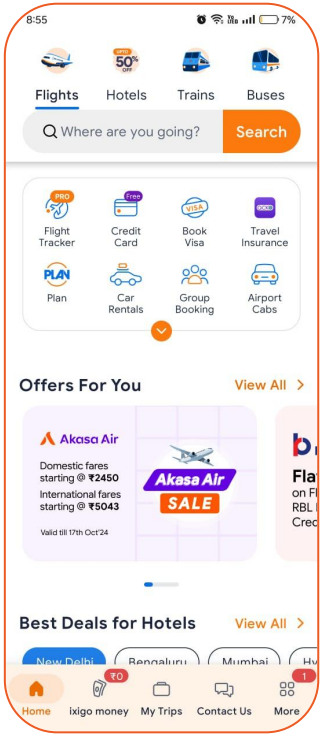
App Notification, Brand Integration



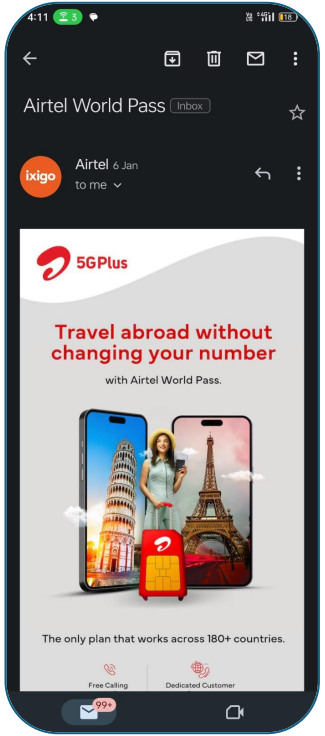
App Notification



Travel Lead Services



Branded Icons



E-mailer

ixigo

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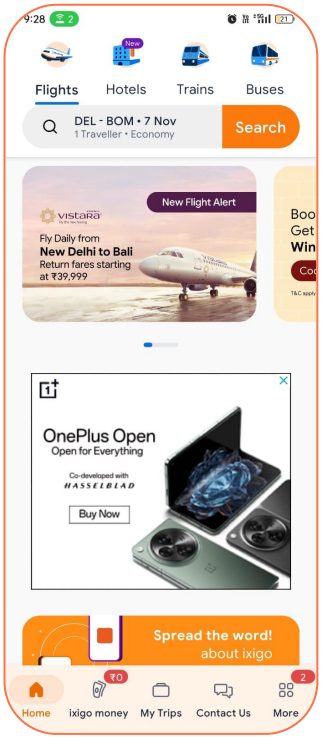
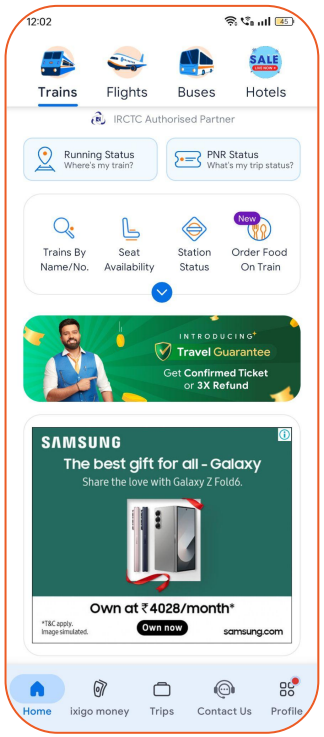
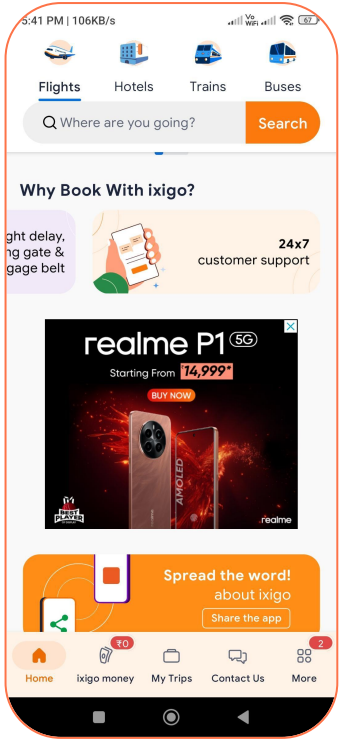
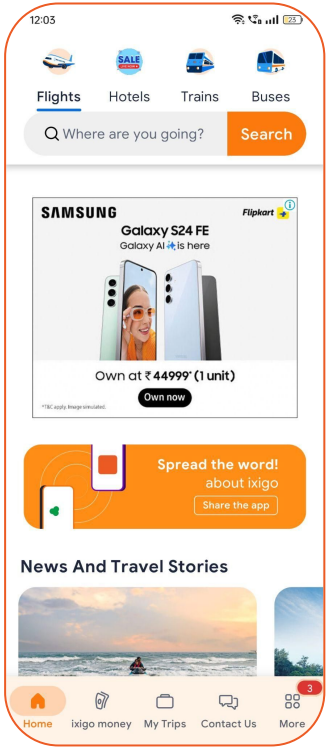
Our Clientele

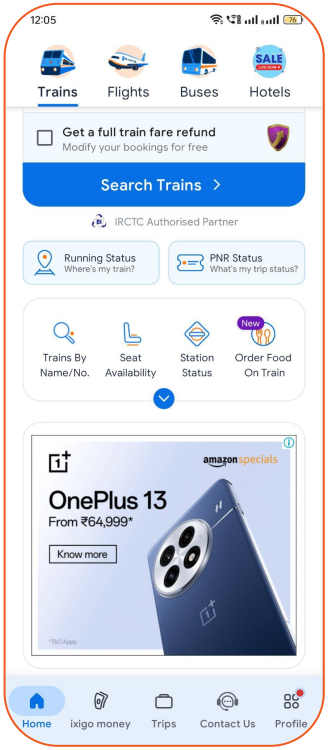
Mobile Handset











Automobile

18:04
Flights
Hotels
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BLR - BBI • 23 - 23 Oct
1 Traveller • Economy
Search
URBAN CRUISER
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BOOK NOW
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Spread the word!
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Share the app
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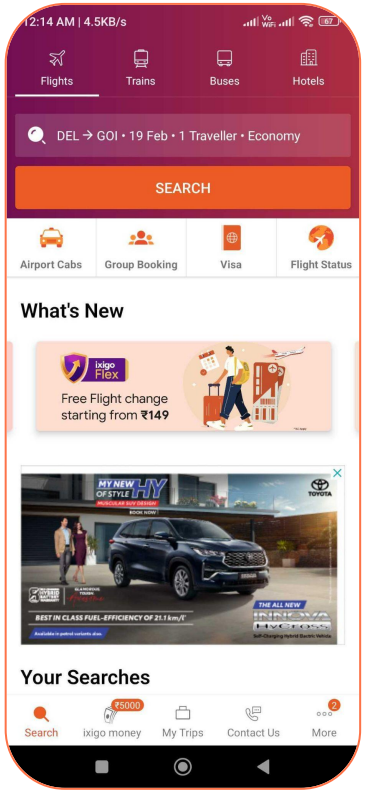
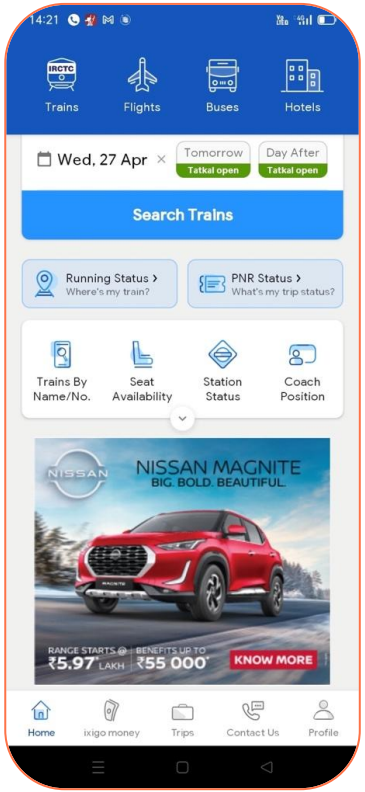
Contact Us
More


12:14 AM | 4.5KB/s
Flights
Trains
Buses
Hotels
DEL → GOI • 19 Feb • 1 Traveller • Economy
SEARCH
Airport Cabs
Group Booking
Visa
Flight Status
What's New
ixigo Flex
Free Flight change
starting from ₹149
Your Searches
Search
ixigo money
My Trips
Contact Us
More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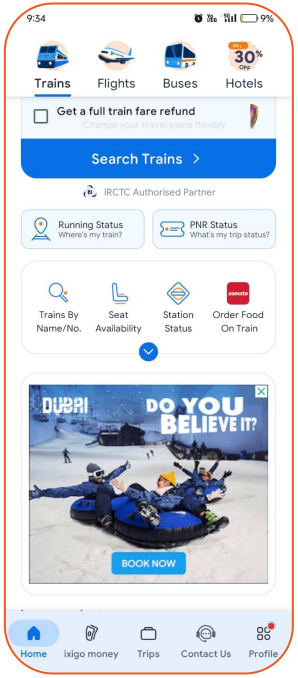
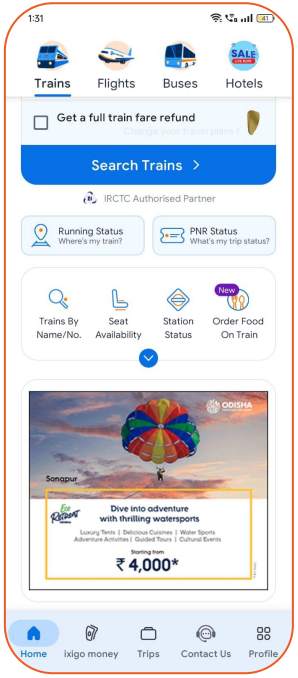
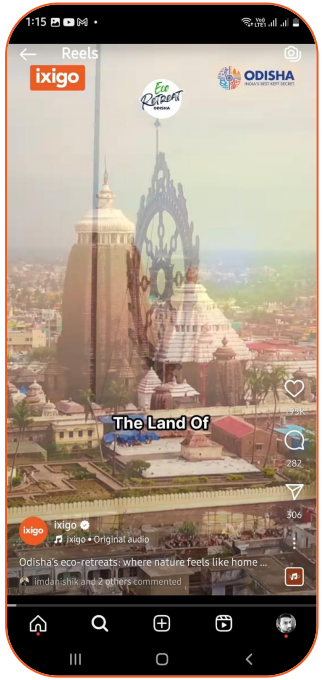
Trains
Flights
Buses
Hotels
Wed, 27 Apr
Tomorrow
Tatkal open
Day After
Tatkal open
Search Trains
Running Status
Where's my train?
PNR Status
What's my trip status?
Trains By Name/No.
Seat Availability
Station Status
Coach Position
NISSAN MAGNITE
BIG. BOLD. BEAUTIFUL.
KNOW MORE
Home
ixigo money
Trips
Contact Us
Profile

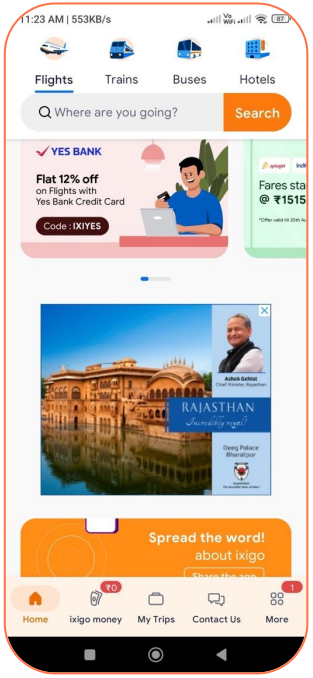
2:57
MARUTI SUZUKI
NEXA
PRESENTING
FRONX
THE SHAPE OF NEW
KNOW MORE
CREATE. INSPIRE.

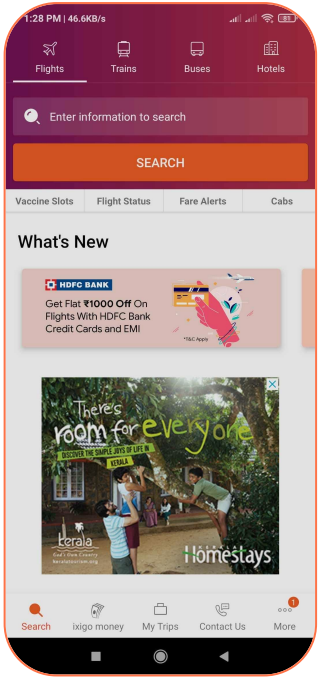
Travel & Tourism



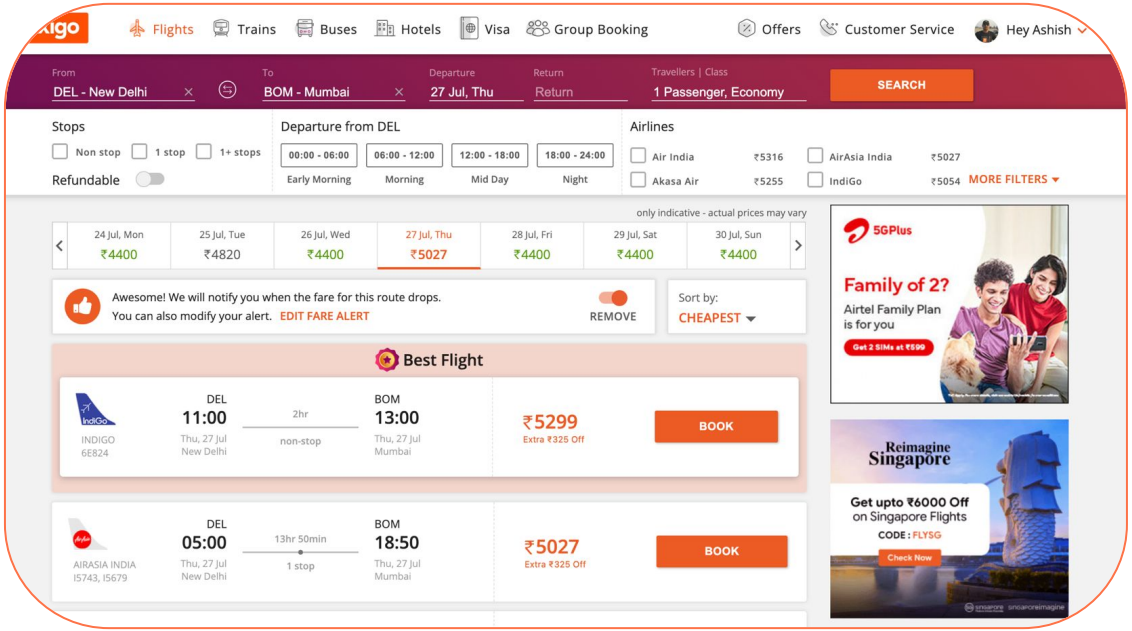








Telecom


Flights
Trains
Buses
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Visa
Group Booking
Offers
Customer Service
Hey Ashish
From
DEL - New Delhi
To
BOM - Mumbai
Departure
27 Jul, Thu
Return
Return
Travellers | Class
1 Passenger, Economy
SEARCH
Stops
Non stop
1 stop
1+ stops
Refundable
Departure from DEL
00:00 - 06:00
Early Morning
06:00 - 12:00
Morning
12:00 - 18:00
Mid Day
18:00 - 24:00
Night
Airlines
Air India ₹5316
AirAsia India ₹5027
Akasa Air ₹5255
IndiGo ₹5054
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24 Jul, Mon ₹4400
25 Jul, Tue ₹4820
26 Jul, Wed ₹4400
27 Jul, Thu ₹5027
28 Jul, Fri ₹4400
29 Jul, Sat ₹4400
30 Jul, Sun ₹4400
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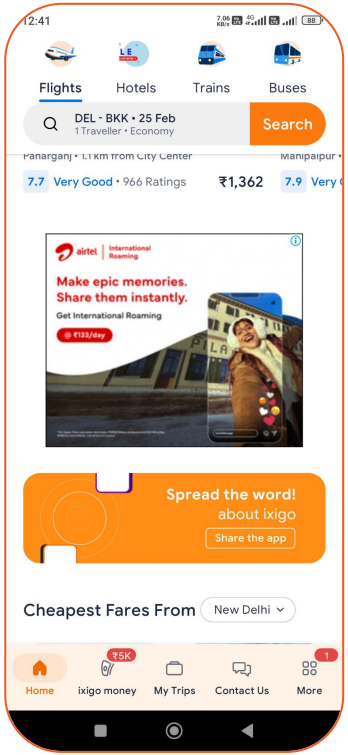
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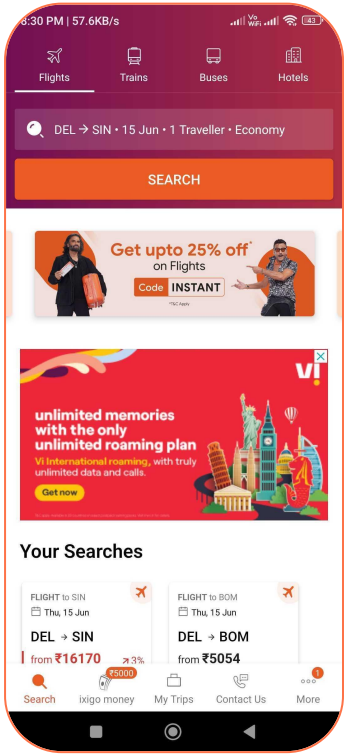
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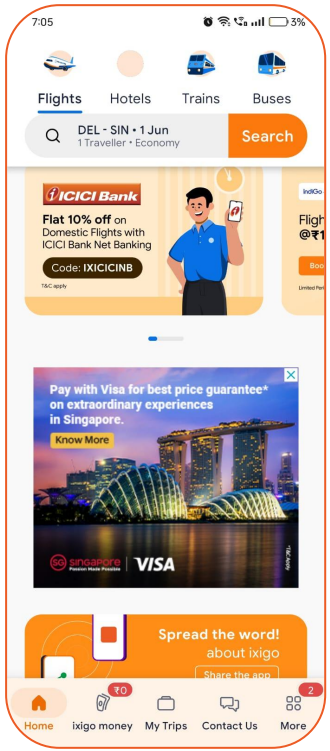
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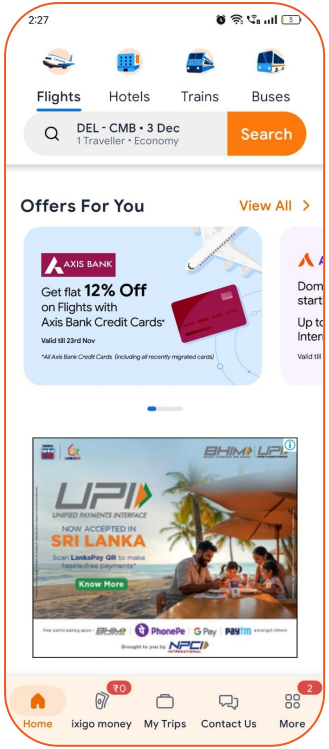
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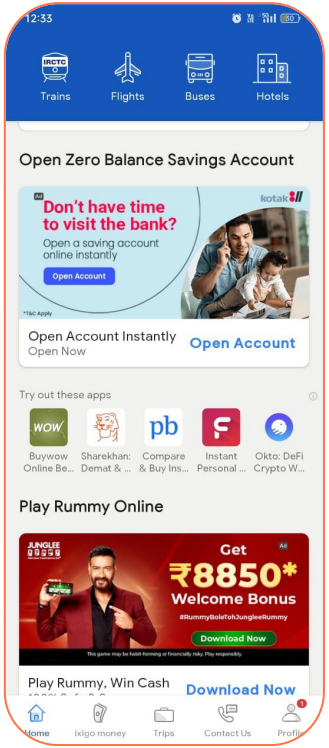
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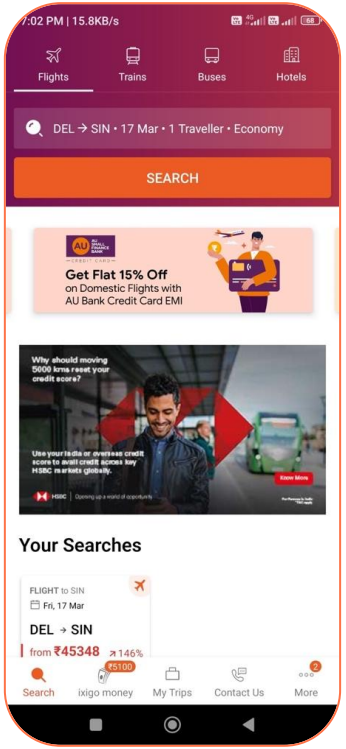
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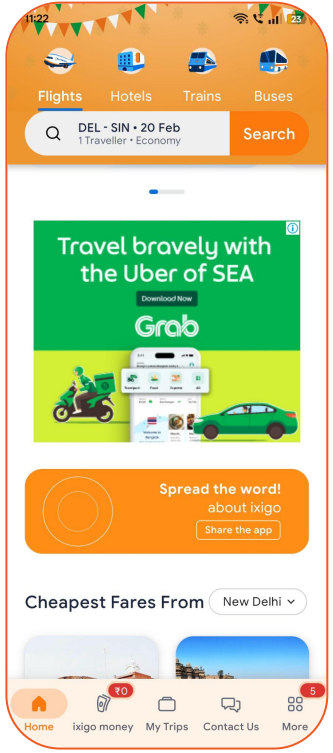

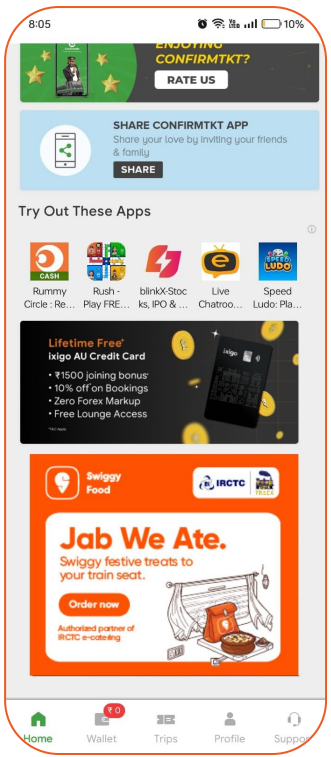

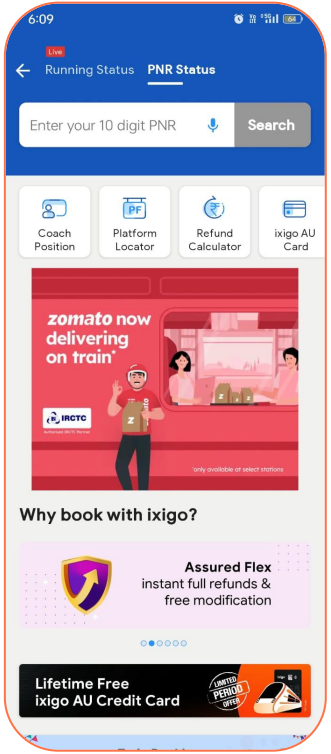

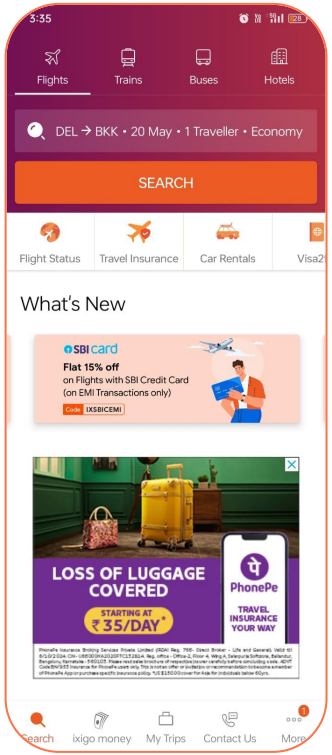

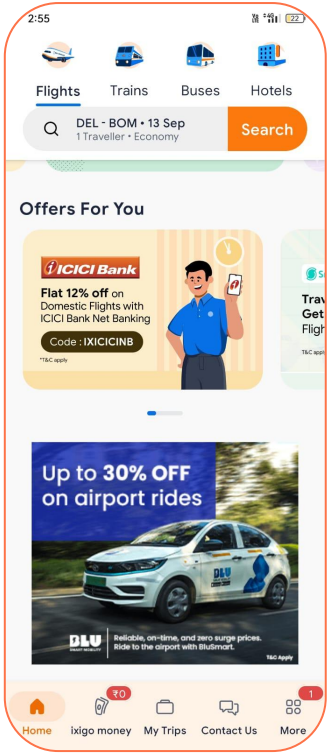

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