

# ixigo



# A Large Market Opportunity

Scale + Hyper-Growth in Indian Online Travel  
 fueled by Rapid Smartphone Adoption

Estimated GMV (US\$) – Overall Travel & Tourism for 2015-2016

**Flights Hotels Trains Packages Ground Activities**



**Domestic**  
\$6 Bn

**Intl**  
\$4 Bn

**Domestic**  
\$6 Bn

**Intl**  
\$2 Bn

**\$3 Bn**

**Domestic**  
\$10 Bn

**Intl**  
\$2 Bn

**Intra-city**  
\$6 Bn

**Inter-city**  
\$9 Bn

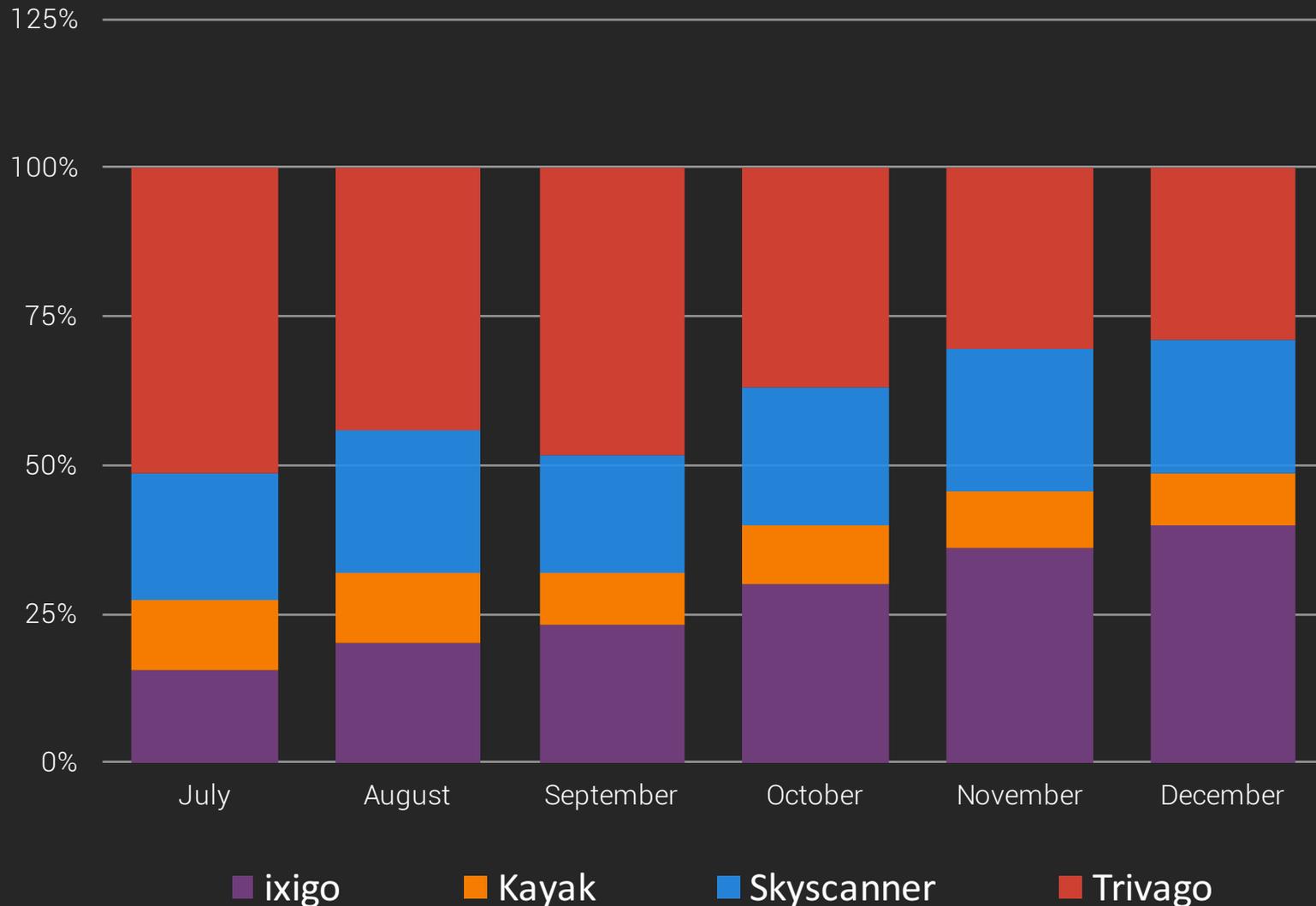
**Bus**  
\$5 Bn

**Domestic**  
\$10 Bn

## Pain areas of Indian Travelers

- Information from OTAs & travel seller apps fragmented and inconsistent. Hard to compare pricing incorporating all deals, discounts and supply.
- Lack of trust due to large variance in service levels, content, reputation & service fees across suppliers & OTAs
- Dearth of local travel and transport content suited to middle-class Indian travelers (specially rail users)
- No comprehensive app to aggregate, compare & book across all transportation types, accommodation types and travel sellers

## 50% market-share of meta in India on web



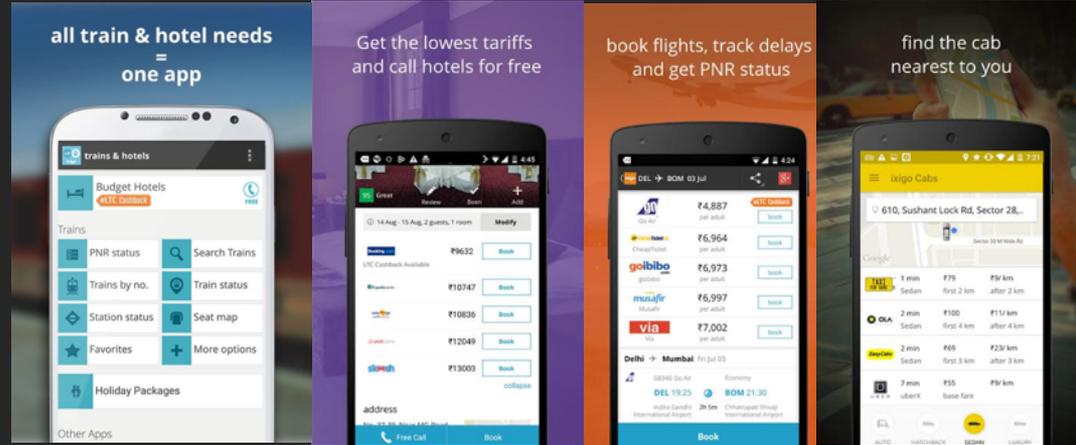


# Current Overall Traction

**8 Million**  
Downloads

Multi-app unbundled strategy

**5.5 Million**  
Monthly Active Users  
(78% mobile)



**260 Million**  
Monthly Screenviews

## Competition (India) – AppAnnie Estimates

**\$5 Million**  
Monthly est. GMV



**Tripadvisor**  
~3 Mn  
downloads



**Skyscanner**  
~1.3 Mn  
downloads

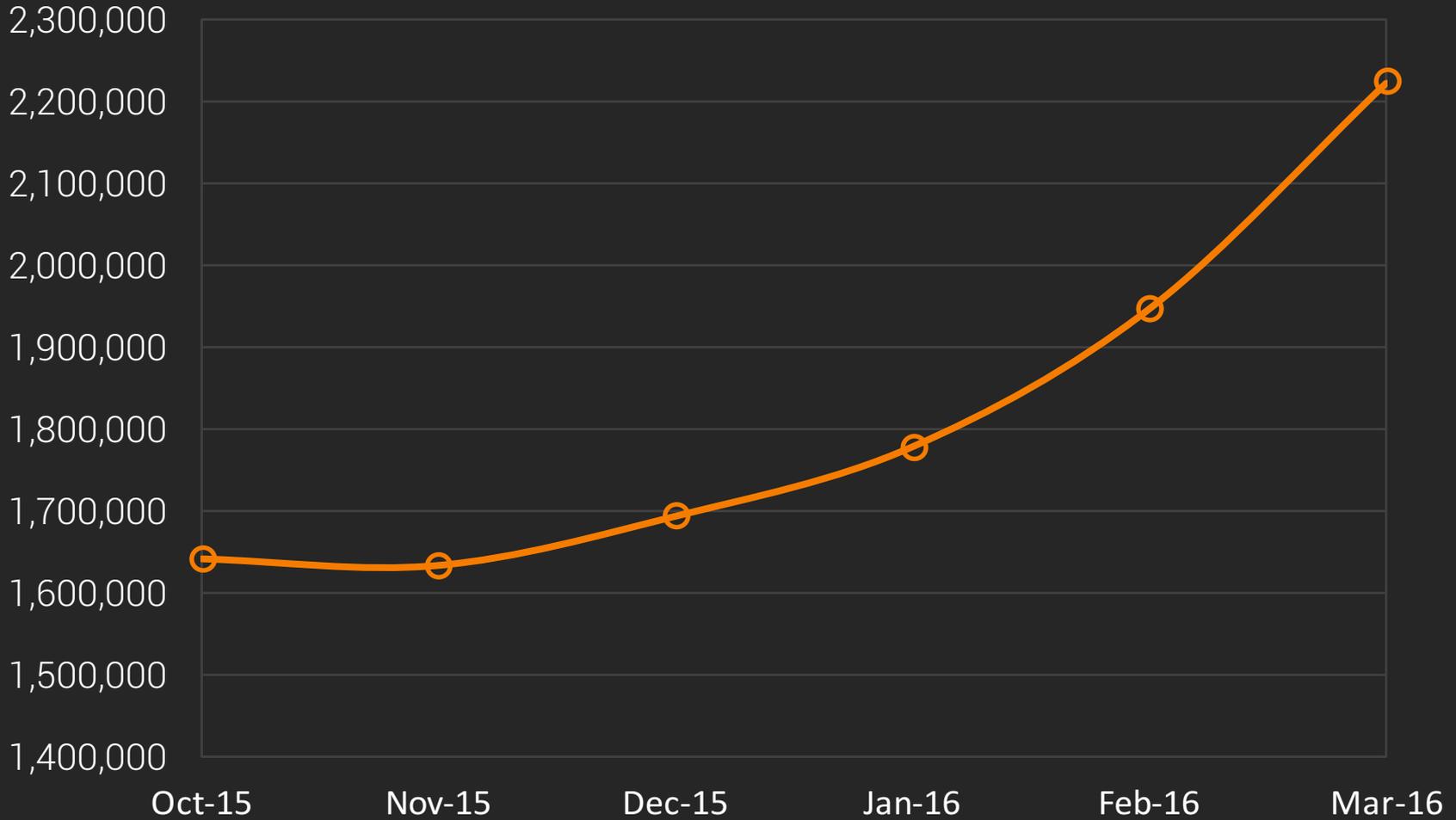


**Kayak**  
~0.6 Mn  
downloads

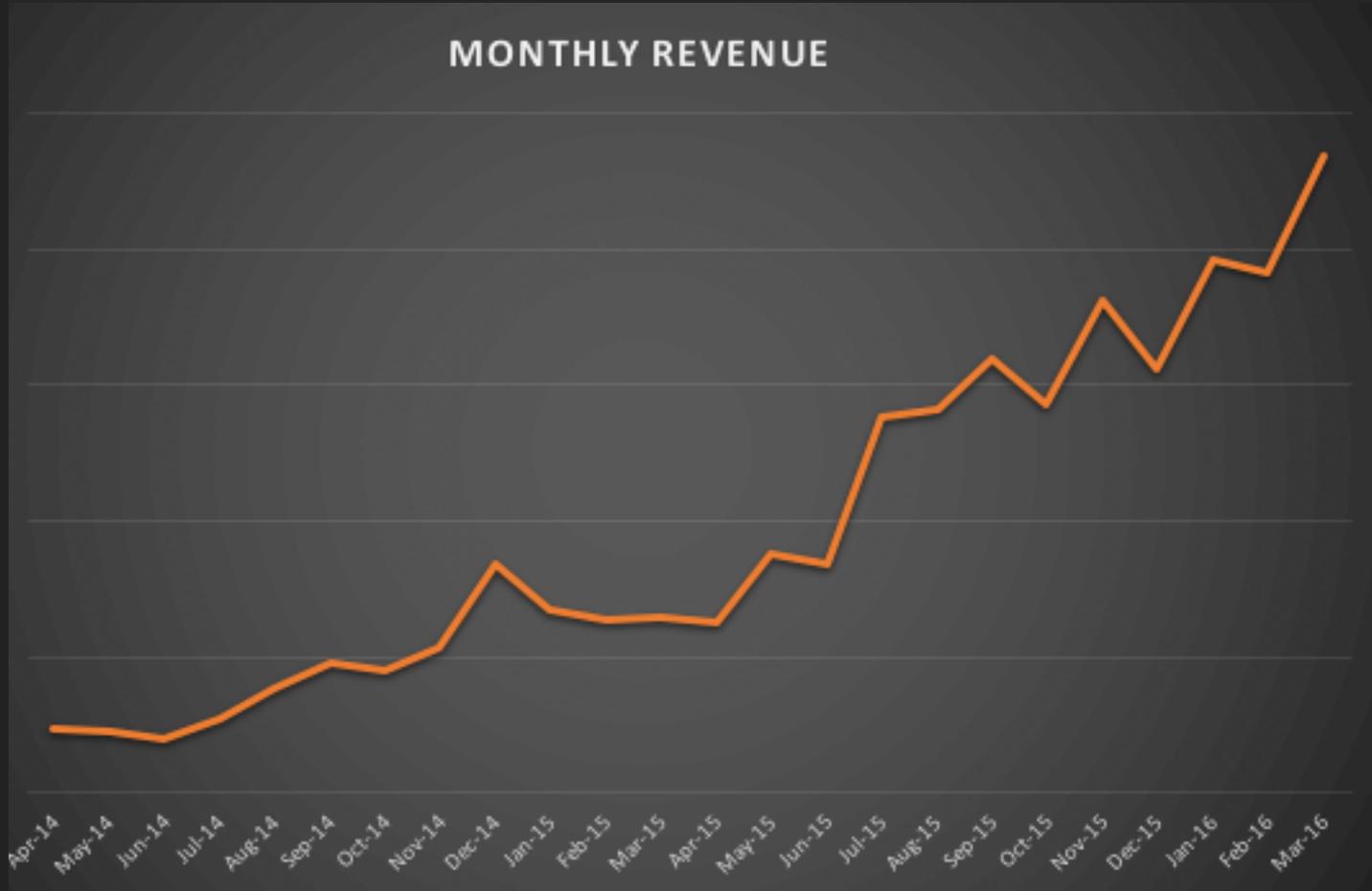


App Usage currently growing at ~100% CAGR

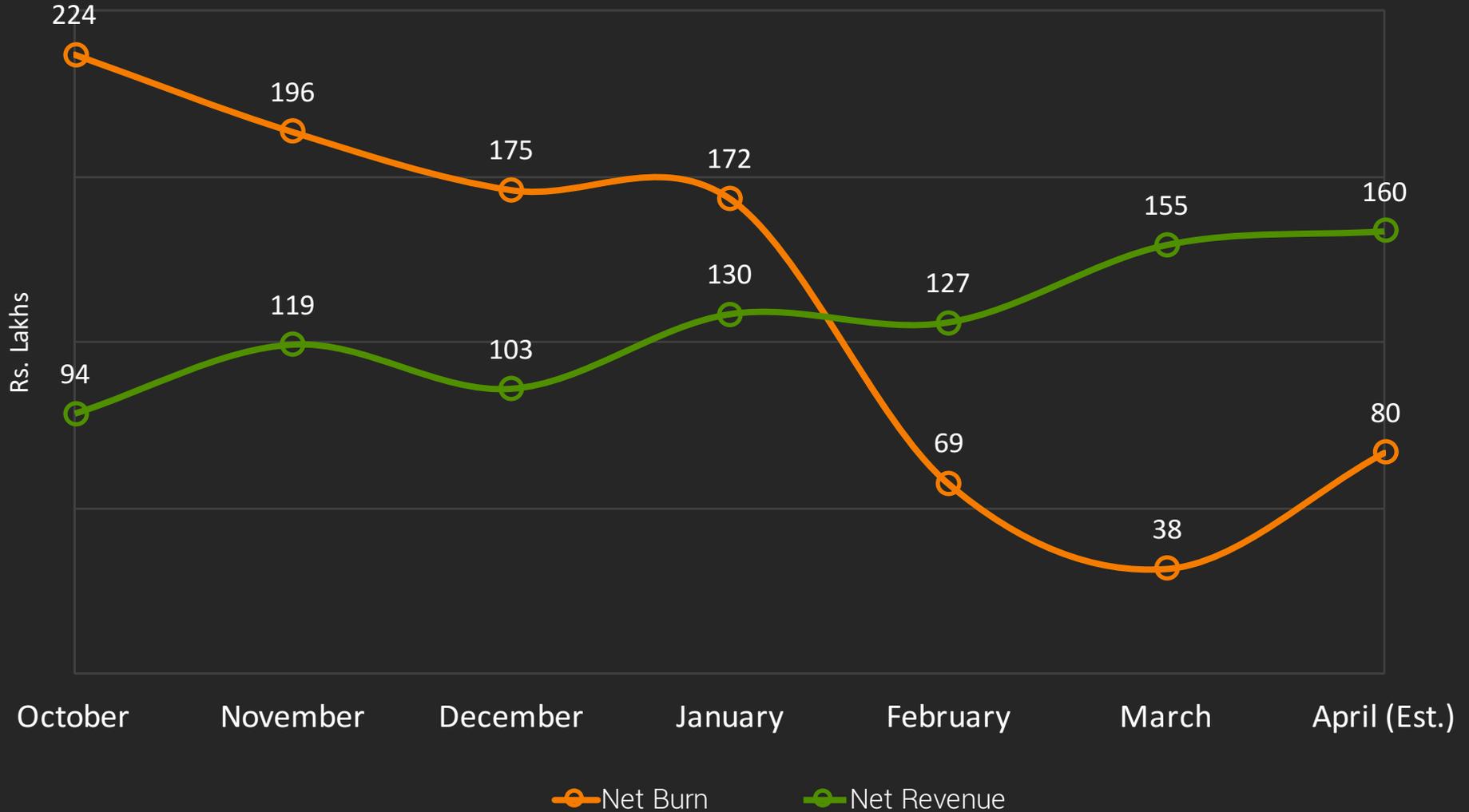
(APP MAUs – Flights + Trains + Cabs )



# 24 months Revenue Trendline



# Revenue is growing steadily, Cash Burn is going down



LAST 6 months net operational cash burn vs net revenue

# Trains

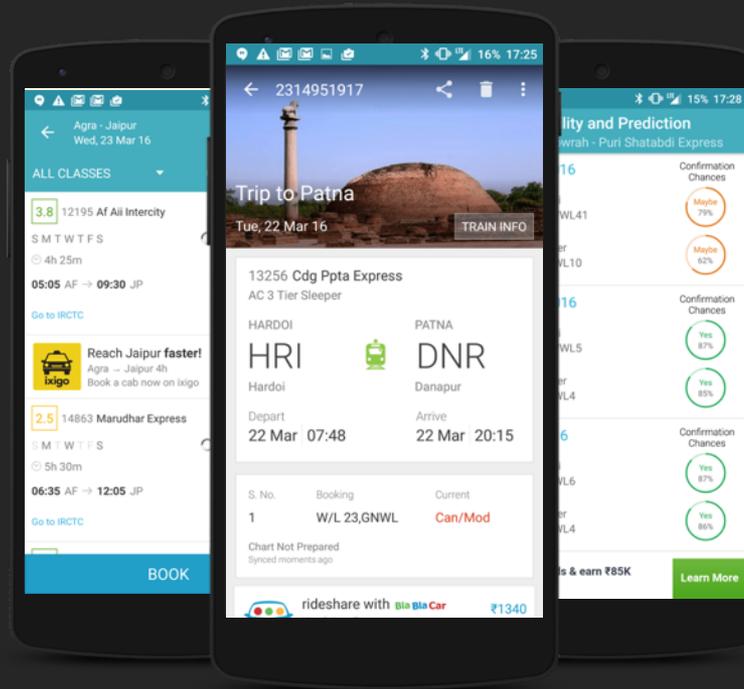
## Product Innovation

PNR Predictions, Station Alarms, Metro Trains

Ratings & Reviews, Platform Locator

Jugaad - Find indirect trains & search nearby stations

Content Wall, Social & In-train activations



## Content & Partnerships

Blablacar, Travelkhana, Freecharge, PayTM, Peppertap, Urbanclap, Jabong, Flipkart, Amazon

Train booking + deep-linking partnership with Cleartrip & MakeMyTrip

Grofers, Foodpanda, Twigly, Gaana & more



# Train PNR Prediction

- Uses sophisticated Machine Learning Algorithms to predict confirmation chances of waitlisted tickets
- Built with Big Data analytics of over 100 million PNR searches
- More than 95% accurate with every prediction
- Self learning algorithm which keeps improving the accuracy as we keep collecting more data

Availability and Prediction  
12277 Howrah - Puri Shatabdi Express

Date	Confirmation Chances
Tue, 22 Mar 2016	
Class: CC-Shatabdi Status: GNWL286/WL41	Maybe 79%
Class: 1 Tier Sleeper Status: GNWL41/WL10	Maybe 62%
Thu, 24 Mar 2016	
Class: CC-Shatabdi Status: GNWL105/WL5	Yes 87%
Class: 1 Tier Sleeper Status: GNWL12/WL4	Yes 85%
Fri, 25 Mar 2016	
Class: CC-Shatabdi Status: GNWL54/WL6	Yes 87%
Class: 1 Tier Sleeper Status: GNWL13/WL4	Yes 86%
Class: CC-Shatabdi Status: GNWL105/WL5	Yes 87%
Class: 1 Tier Sleeper Status: GNWL12/WL4	Yes 85%
Fri, 25 Mar 2016	
	Confirmation Chances

# Flights

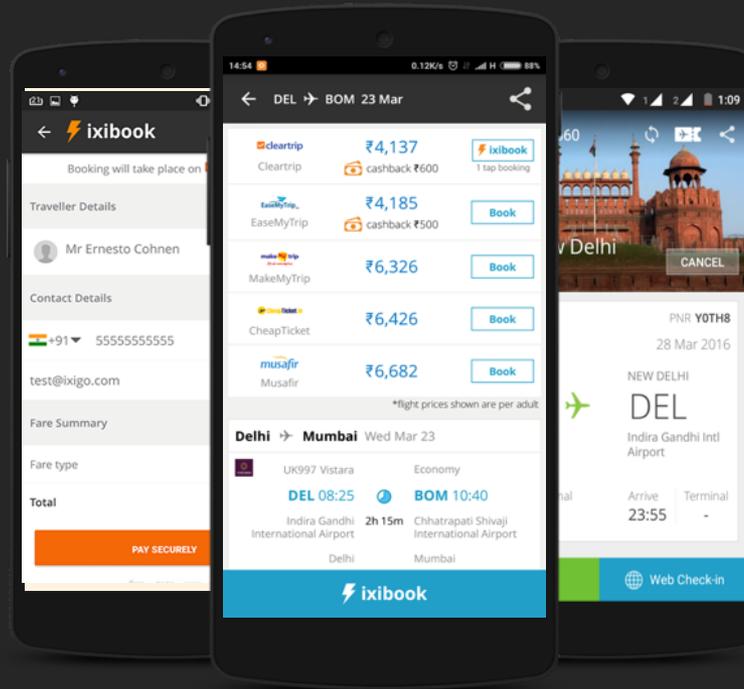
## Product Innovation

ixibook, in-app bookings  
(first in India)

Partner-funded cash backs  
(world's first meta)

Chrome plugin  
(200K downloads)

Native payments with  
instant settlement  
(world's first meta)



## Content & Partnerships

Over 40 partnerships across  
OTAs & supplier direct

Improved commercials year  
on year

App-deeplinking &  
attribution with Cleartrip &  
MMT

Lufthansa, Vistara & Air Asia  
direct deals



# Buses

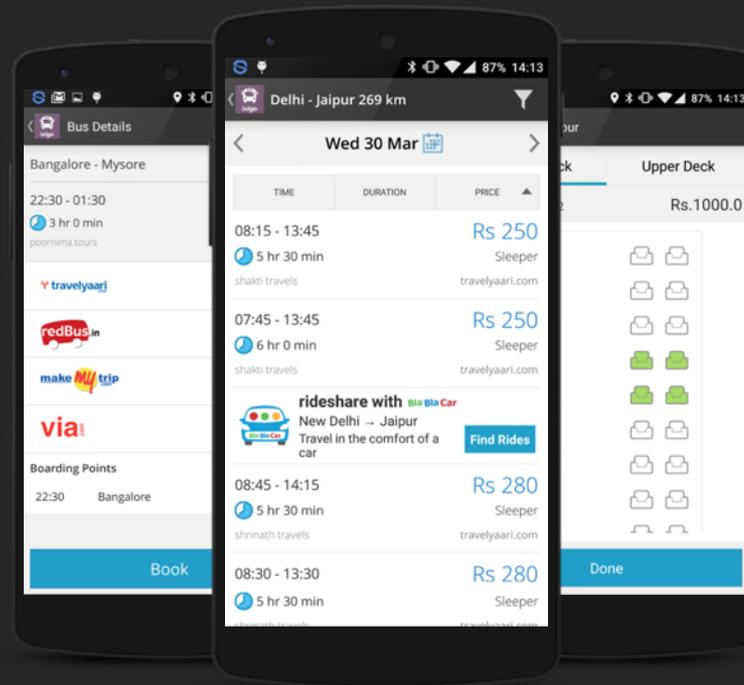
## Product Innovation

Most comprehensive Bus App in india with biggest route coverage

Bus boarding points de-duplication with Machine Learning

Widgets to cross-sell buses in other apps based on distance / price

Bringing in Redbus on ixibook for in-app native booking



## Content & Partnerships

Compare fares and schedules across 21 different bus ticketing sites

Redbus, MakeMyTrip, TravelYaari, via, BusIndia, ticketgoose among others

Covers government State Transport buses ticketing data as well



# Cabs & Ground Transportation

## Product Innovation

City / locality based ratings of providers



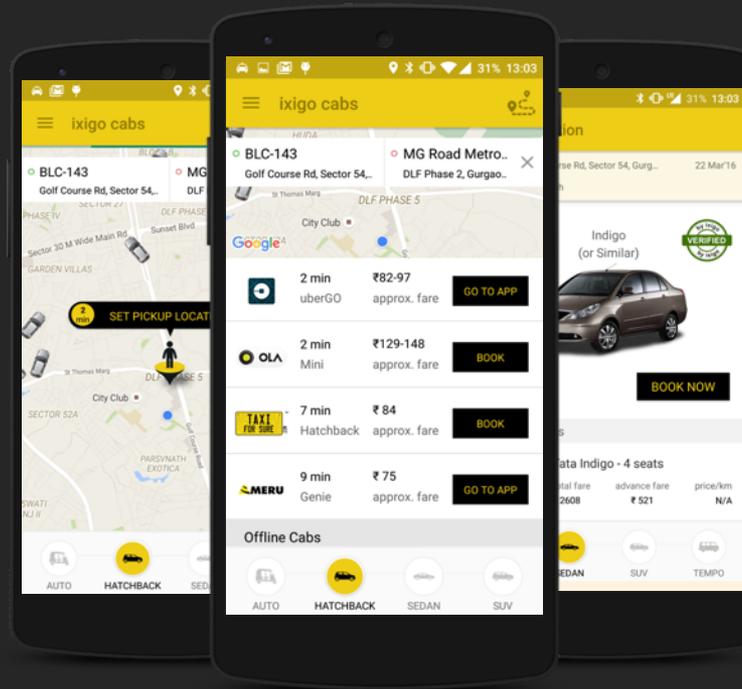
ETA accuracy across providers



Surge prediction and surge map



Smart suggest for location based on riding habits



## Content & Partnerships

Ola, Uber, TFS, Meru, Mega, Easycabs



Intercity cabs  
100+ vendors (north)



Auto & Bike Taxi

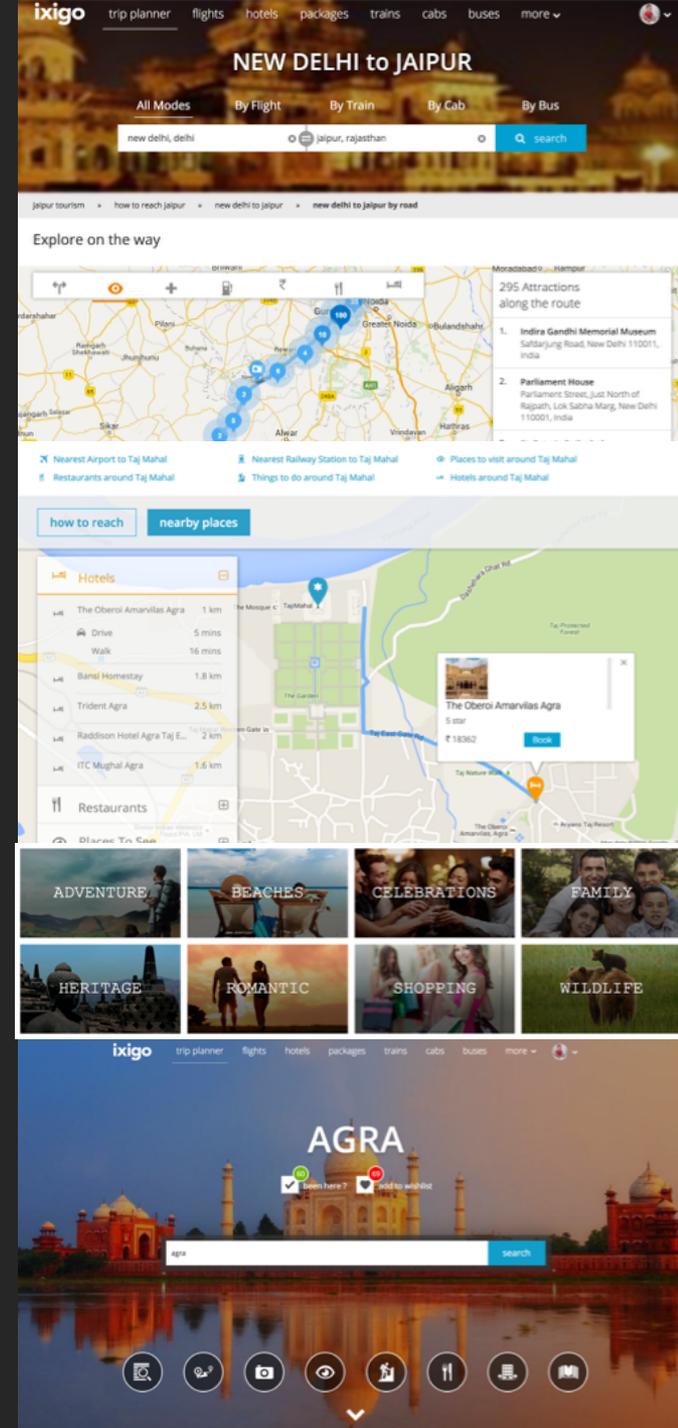


Shuttle & Ride Sharing



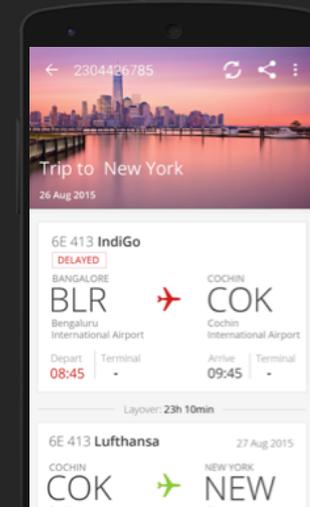
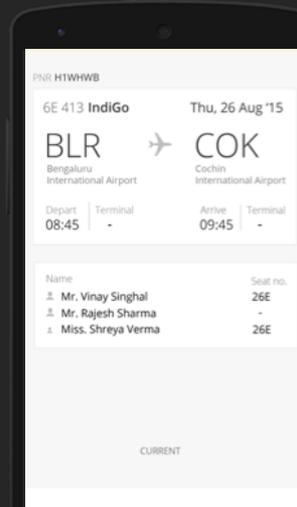
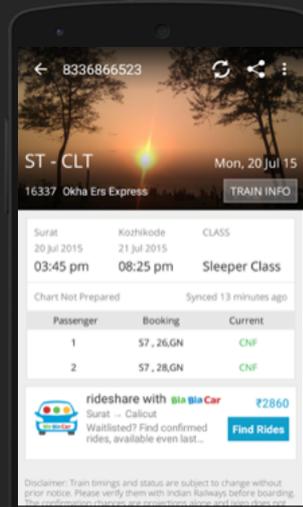
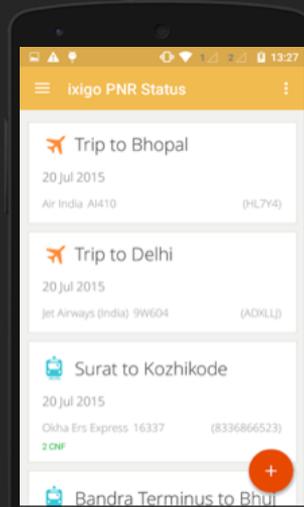
# Trip Planner

- A "Knowledge Graph" for Travel using Big Data and advanced Machine Learning techniques
- Fully functional Semantic Search product to automatically recognise common travel queries using NLP e.g. *"national parks in Kerala"*, *"hotels in jaipur with gym"*, *"is taj mahal closed on Friday?"*, "
- Over 30 Million pages of Indian content : Aggregated, curated & created content that is searchable intelligently
  - 1 M photos
  - 200 K traveler reviews
  - 52 K tourist destinations info
  - 650 K hotels, 40K in India
  - 70 K restaurants
  - 100 K places to visit with opening timings, entrance fees
  - 40 K things to do
  - 5K traveler Q&A and stories
  - 50+ real-time meta-search APIs
- 30,000 traveller PNRs added every day



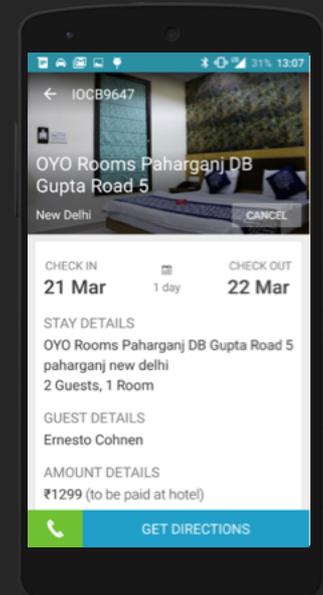
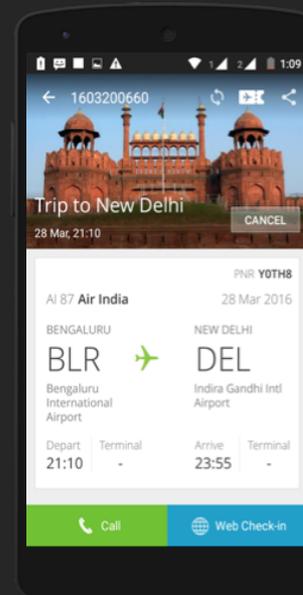
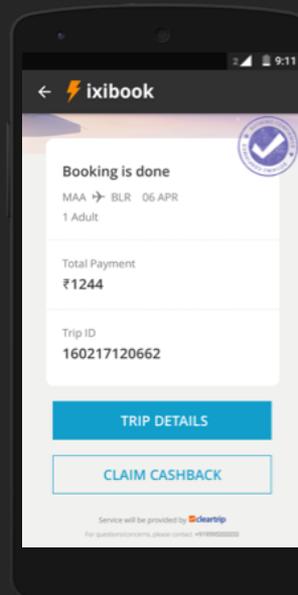
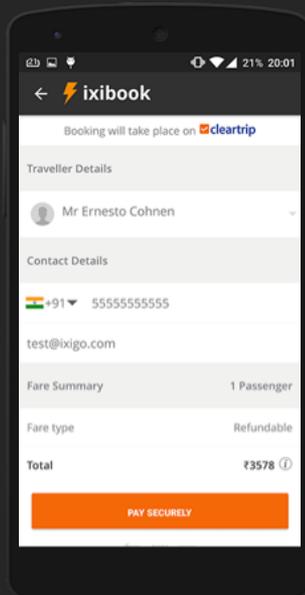
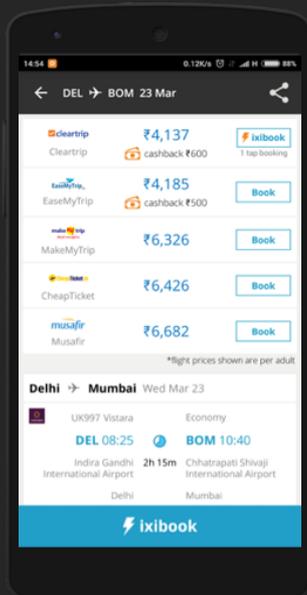
# Intelligent Trip Management

- Automatically organise trips from emails / SMS / Chrome Plugin
- Automatic Trip Detection works with all Indian OTAs, Airlines, Trains, Buses and Hotels aggregators
- Notifications for delays, cancellations, mobile-checkin, pre-ordering a cab & accessing e-ticket
- Proprietary technology to enable 1-tap mobile checkin across airlines
- Paperless boarding for flights & trains
- Train Running Status & Train Station Alarm
- Share real-time Flight / Train Trip Status with friends and family



# ixibook : 1-tap booking

- 1-tap native booking inside ixigo app for Flights & Hotels (first in India)
- Live with & on Android
- Building native booking experience for other major Airlines and OTAs in India
- Next evolution to have native payments with instant settlement





# AI Chat Bot (W.I.P.)

- An AI driven chat bot which can understand almost any travel related query
- Contextually “aware” chat bot which keeps track of users past queries / locations etc to create engaging conversations
- Built-in Empathy Layer which keeps learning from every conversation and gets better every day
- Ability to sell high involvement products with limited human involvement

Hi Raj, what can I do for you today ?

I'm travelling to Bangalore Thursday next week. Show me early morning flights only. IndiGo if possible

Hey, it seems like you are in Delhi right now. Here is a morning flight from DEL to BLR on IndiGo:

DEL 05:20 non-stop, 2h 40m BLR 08:00  
₹ 4875 Book Now

Would you like me to find hotels for you in Bangalore as well ?

# Growth Hacking Through Social & Video Content

- Word of mouth, product & content-led brand awareness growth
- Organically grown social fan base of 1.7 million fans across FB, G+, Twitter,
- 100 million+ video views in last 1 year – a growth hacking case study
- Highest Engagement stats among all travel brands on Facebook
- Growth hacking app downloads through videos and content !

This Travel Video From Ixigo Broke The Internet



The video created by Ixigo brought the internet to its knees when it was uploaded on their Facebook page, raking a million views in



## Top Videos

Most viewed videos on your Page watched for 3 seconds or more, for videos posted between Jan 1, 2015 and Mar 21, 2016.

Published	Video	Targeting	Reach	Views	Avg Completion
01/12/2016 3:00 pm	Beach Please!		191.2m	53.8m	54% 30:42 / 31:17
02/24/2016 9:30 pm	Believe it or not...		45.1m	12.3m	61% 30:51 / 31:23
06/17/2015 12:00 pm	Inside the bag of an Indian student going abroad :) #ForTheLoveOfIndia		5.2m	1.4m	16% 30:14 / 31:27
01/22/2016 12:30 pm	Proudly Indian :) #RepublicDay		10.2m	2m	53% 30:44 / 31:23
03/01/2015 12:10 pm	If you haven't seen this already :)		5.8m	732.8K	61% 31:28 / 32:25

## Google &lt;3 ixigo



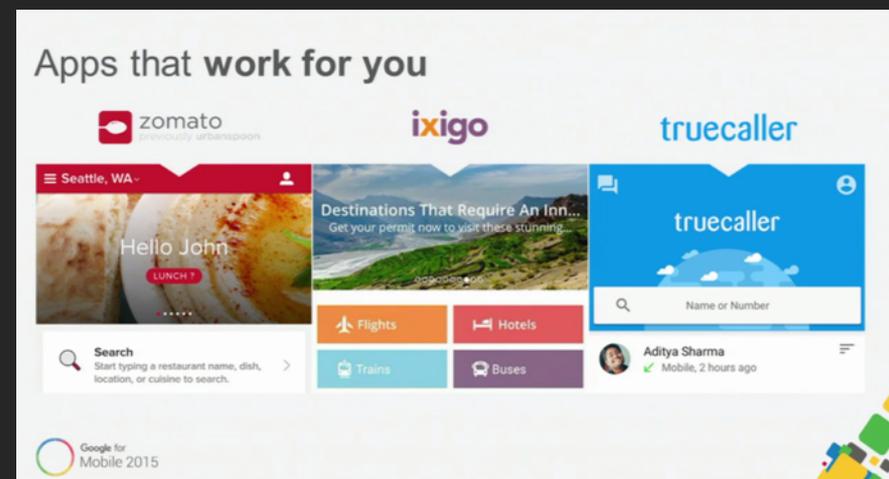
**Sundar Pichai** CEO, Google  
At AndroidOne Launch in September 2014

"I was playing around with ixigo, an app with 2.5 million downloads. I remember standing for hours to buy train tickets and it was only when you got to the counter that you even knew if you were going to get a ticket. Today, I look at how ixigo makes the process so much easier. I don't think anyone will be sitting in Mountain View thinking, 'Hey, what can we do to help get better train schedules to people in India.'"



**Scott Sheffer** VP, Google  
At Google for Mobile in September 2015

"3 apps that work well for Indian users"



## Opportunity Summary

- Unique asset in the Indian travel space, with differentiated product, leadership in mobile & solid fundamentals
- Meta-search, a viable and profitable business model with complementarity to OTAs, is more user-friendly too, hence lower cost of customer acquisition
- Opportunity to scale 10x by building brand awareness as well as native integrations with smartphone manufacturers
- Asset-light, high operating leverage. Even without further investment, ixigo will break-even in 6 months & deliver forward revenue of \$7.5 Mn in Fy 2017
- Opportunity to grow the business to \$100 Mn revenue with \$15-20 Mn investment