

IXIGO MAKEOVER





Ixigo is an **Indian online travel aggregator** (OTA) and booking platform founded in **2007**. It allows users to search, compare, and book flights, trains, buses, hotels, and cabs all in one app.

CURRENT SCENARIO

2nd largest Online Travel business in India & currently the **fastest growing** in OTA market

Ixigo FY 26 Snapshot

₹28.7 crore
76% YoY uplift.

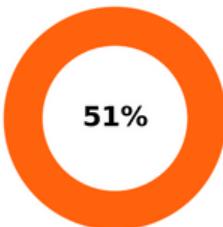
Net profit (PBT)

₹4,644.7 Cr
a 55% YoY gain.

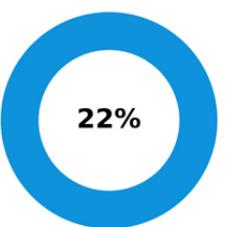
Gross Transaction Value

Ixigo's Market Share by Segment

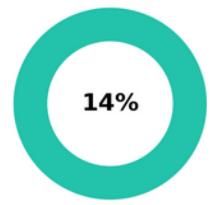
TRAINS



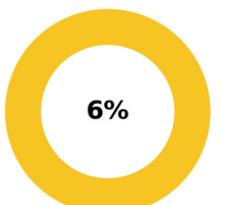
BUSES



FLIGHTS



HOTELS



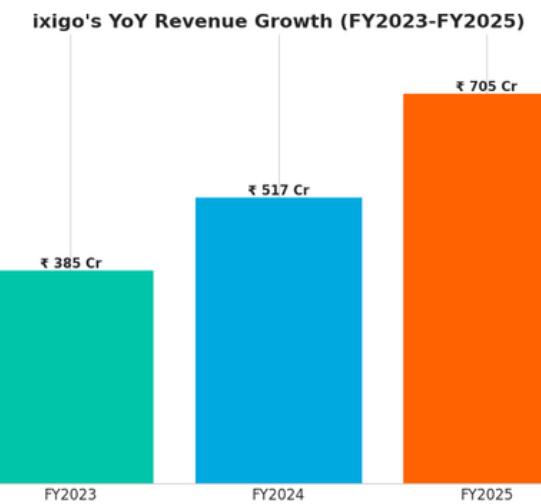
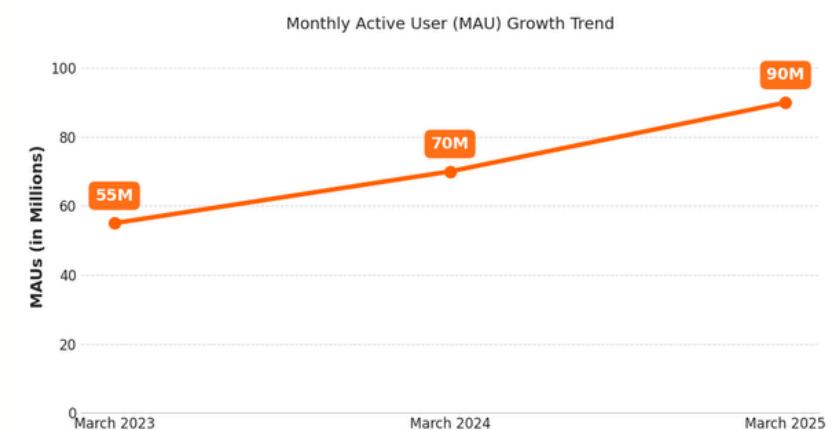
Offered Services

- Trains:** Seamless booking, acquired **confirmtkt**, live train status, and PNR prediction.
- Flights:** Smart flight search with fare alerts and multi-carrier comparison.
- Buses:** Good inter-city bus network, powered by **AbhiBus**.
- Hotels:** Hotel and accommodation booking for all budgets.

Features

- Ixigo assured** flexible bookings with free cancellation and instant refunds.
- Automated web **check-in** for flights.
- TARA AI Assistant** for conversational support for booking, trip planning and alerts.

ixigo's User Base is Scaling Rapidly



USERS

Primary User Base: Train Bookings
Students

Secondary User Base: Bus Bookings
People from Tier 2,3 cities

Tertiary User Base: Flight Bookings
Mainly Working professionals & Travel Influencers

The Emerging User Base: Hotel Bookings

- The percentage growth is strong and stable (**around 35-36%**), the absolute increase in revenue grew significantly.
- The jump from **FY23 to FY24** was **₹132 Crores**, but the jump from **FY24 to FY25** was much larger at **₹188 Crores**.
- We can see that the growth as well is accelerating.

Tier-2 and Tier-3 cities now contribute the biggest share of online travel bookings, with over 95% made on smartphones

Acquired abhibus and confirmtkt in 2021



Competitor Analysis

USP



India's leading train and bus booking platform, with strong adoption in Tier-2/3 cities. Differentiated by AI-driven features (like TARA assistant) and a reputation for affordability and convenience.



Full-stack OTA covering flights, hotels, buses, trains; strong loyalty programs & premium positioning.



Global leader in hotel inventory and accommodations, especially international stays.



Meta-Mid-tier OTA with a focus on corporate travel and B2B partnerships; less consumer brand pull



Known for clean UI & simplicity; trying to leverage Flipkart's e-commerce base for travel cross-sell.



Value-focused OTA in India heavy on discounts, popular for bus + flight bookings, and competitive pricing.



Common Industry gaps

Refund Transparency is Weak

- Across the industry, refunds depend on airlines/IRCTC/banks → delays of several days are common. Support is not proactive, leading to high complaint volumes.

No true Emergency Travel Mode

- All OTAs show fastest flights, but none account for real arrival time .

Weak Personalization

- Recommendations are generic mainly filters and static deals.
- No OTA provides AI-driven, personalized trip suggestions based on urgency, budget, or past behavior.

Budget-First Planning Missing

- Students and group travelers are underserved as they must manually juggle transport + stay costs.

User Personas

1. Budget-Conscious Traveler (Price Sensitive)



Riya, 21, college student

Pain Points:

- Hidden costs or fluctuating fares at checkout.
- Confusing promo codes and offers.
- Manual effort needed to compare prices.
- Limited refund options or high cancellation charges

Motivation:

- Looks for affordable trips and discounts.
- Flexible with dates, willing to adjust for the cheapest option.
- Compares prices across multiple apps before booking.



Arjun, 34,
management consultant

Pain Points:

- Slow refund and rescheduling processes.
- No centralized itinerary management.
- Limited options for urgent travel changes.
- Service delays affect productivity.

Motivation:

- Travels frequently for business meetings.
- Often books last-minute flights.
- Prioritizes speed, reliability, and flexibility over price.
- Needs seamless booking and quick changes.

2. Corporate / Frequent Flyer (Time Sensitive)



Rajesh, 40, father of two

Pain Points:

- Limited refund flexibility.
- High cancellation charges discourage booking.
- Lack of personalized recommendations.
- Extra effort required to coordinate group/family needs.

Motivation:

- Plans family vacations in advance.
- Values convenience and assurance more than cost.
- Prefers bundled deals (hotels + travel).
- Seeks safety, trust, and smooth customer service.

The Problems and the Gap

Lack of a differentiating factor

- Ixigo's offerings are similar to competitors without standout features
- Leads to weak brand preference and user acquisition challenges
- Users easily switch to alternatives for better deals or experience

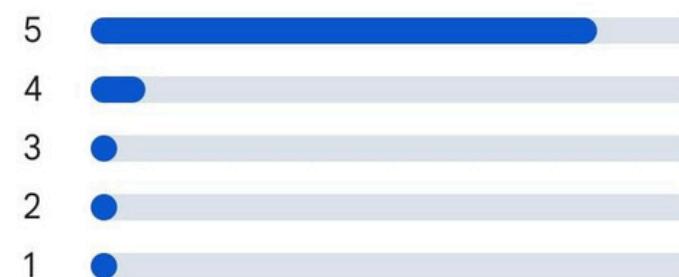
Monthly active users are high (**82-84million in FY25-26**), but the **absence of a distinct value proposition** results in **lower new user conversion and brand stickiness** compared to top competitors

Ratings and reviews

Ratings and reviews are verified and are from people who use the same type of device that you use ⓘ

4.7

★★★★★
3,534,898



A Google user

★★★★★ 22/07/2019

Their customer feedback service is an absolute nonsense. Worst I have ever experienced so far. I have written numerous mails to these people. They dont even bother to redress customer grievances timely. Their so-called helpline number is a joke! No matter how many times you call, it is always busy. And by mistake even if it connects, nobody picks up the line ever. Just wish that you dont ever run into some kind of problem with them, where your tickets arent booked, or payment issue. Horrible expe

Customer support quality

- Frequent refund delays and mishandling of cancellations
- Slow and insufficient responses during emergencies
- Low customer satisfaction and negative reviews impact retention

Only around **35%** of customers would recommend Ixigo after a support interaction; **repeat purchase rates remain low**

Average customer rating:
1.9 out of 5
(based on 1,223 reviews) on site
PissedConsumer

Acquisition

Metrices Impacted

Retention

The Problem statement

Ixigo struggles to attract new users due to low differentiation and finds it difficult to retain existing ones because of inconsistent customer support. Issues such as refund delays and poor handling of cancellations have weakened trust and reduced repeat usage.



Goal

Build reliability and stand out in the market to strengthen both acquisition and retention.



28.4%
College student in India



Target Groups
30%
urgent travel bookings



85%
repeat users

Acquisition

A

TripMate Smart Budget Planner (for Students & Budget Travelers)

Ixigo becomes the one-stop planner for price-sensitive users by letting them set a trip budget upfront. The feature dynamically suggests travel + stay options, tracks expenses with a live budget meter, and simplifies group cost splitting — making student and budget trips affordable, transparent, and bookable in one go

Retention

B

RapidRoute Emergency Booking System (for Urgent Travelers)

When time is critical, Ixigo intelligently combines trains, buses, and flights to show the true fastest and cheapest way to reach the destination — including layovers and wait times. With one-click bundled booking, this feature positions Ixigo as the most reliable choice in emergencies

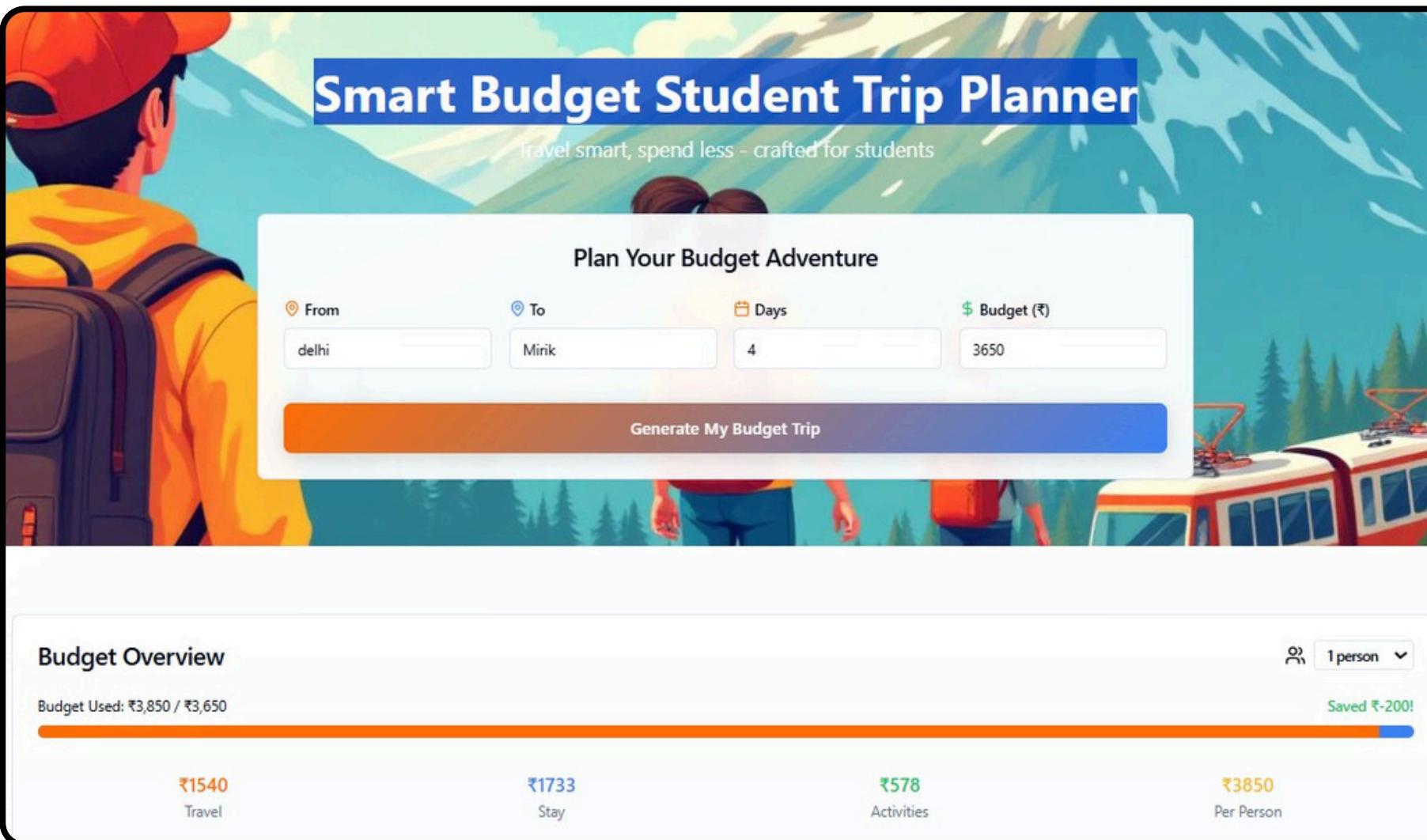
C

TARA 2.0 - AI Travel Assistant Upgrade

An upgraded AI-powered assistant that delivers instant, personalized recommendations, transparent support, and human fallback when needed. TARA 2.0 transforms Ixigo from a booking app into a trusted, intelligent travel companion — reducing support load, boosting trust, and improving retention

Feature 1

Ixigo TripMate



Problem

- Students & budget travelers juggle multiple apps to plan trips.
- No single place to see if a trip fits within their budget.
- Hidden costs & group expense splits make planning messy.

Opportunity

A Smart Budget Planner that lets users set trip details and budget, then generates a day-wise itinerary with travel, stay, and activities. It features a live Budget Meter, easy swaps, group cost-split, and one-click bundled booking.

Input: Origin, destination, duration, budget.

Output:

Day-wise itinerary (travel + stay + activities).
Budget Meter → tracks “₹X of ₹Y used.”
Swap Options → switch train/flight, hostel/hotel dynamically.
Group Split → per-person cost calculator.
One-Click Booking → bundle travel + stay.

Ixigo

Benefits

- Higher bookings from student & price-sensitive segments.
- Increased revenue via bundled travel + stay.
- Stronger retention as users return for budget trips.
- Brand shift: Ixigo as a smart trip planner, not just ticketing app

Users



Differentiating Factor,
Increasing Growth

Smart Budget Planner- TripMate

Feature 2

Ixigo RapidRoute

Problem

When urgency strikes, no travel app truly helps. Current platforms only show the “fastest” flight or train, without factoring in wait times or missed connections. Users are left juggling multiple apps, comparing modes on their own, or turning to travel agents. This gap means there is no single app that guarantees the earliest possible arrival — a critical failure in emergencies.

The screenshot shows the Ixigo RapidRoute app's user interface. At the top, a red header bar displays the text "Get there fast, whatever it takes" and "Multi-modal routes, real-time options, one-click booking". Below this is a white search form with a location pin icon and the placeholder "Where do you need to go?". It has two input fields: "From" (labeled "Enter departure city") and "To" (labeled "Enter destination city"). Underneath the search form is a section titled "How urgent is this?" with three options: "Immediate" (labeled "Leave ASAP"), "Within 6 hours" (labeled "Flexible timing"), and "Within 12 hours" (labeled "Plan ahead"). At the bottom of the screen is a red button labeled "Find Emergency Routes".

Benefits

- **Unique differentiator** – no other app offers true fastest multi-modal urgent travel.
- **High-value segment capture** – emergency travelers are willing to pay premiums.
- **Seamless UX** – one-click bundled booking saves time and stress.
- **Brand trust** – Ixigo becomes the go-to app in emergencies.

Analysis

Opportunity

Ixigo's Emergency Travel Planner is a first-of-its-kind feature. Users enter their destination and urgency (Immediate / 6 hrs / 12 hrs), and Ixigo instantly builds multi-modal routes (Train + Flight, Bus + Flight, etc.).

Input:

- Origin, destination, urgency (Immediate / 6 hrs / 12 hrs)
- Optional filters: budget, mode preference

Process:

- Fetch real-time flights, trains, buses
- Build multi-modal combos
- Calculate true arrival time (wait + journey)
- Rank by Fastest / Cheapest

Output:

- Route cards with timings, cost, layovers
- One-click bundled booking
- Real-time updates & support

Weakness

- **Heavy reliance on real-time data** across flights, trains, and buses.
- **Backend complexity** may cause initial glitches or errors.
- **Operational strain** – may require premium support for urgent cases.
- **Reputation risk** if disruptions (delays, cancellations) break the promise.

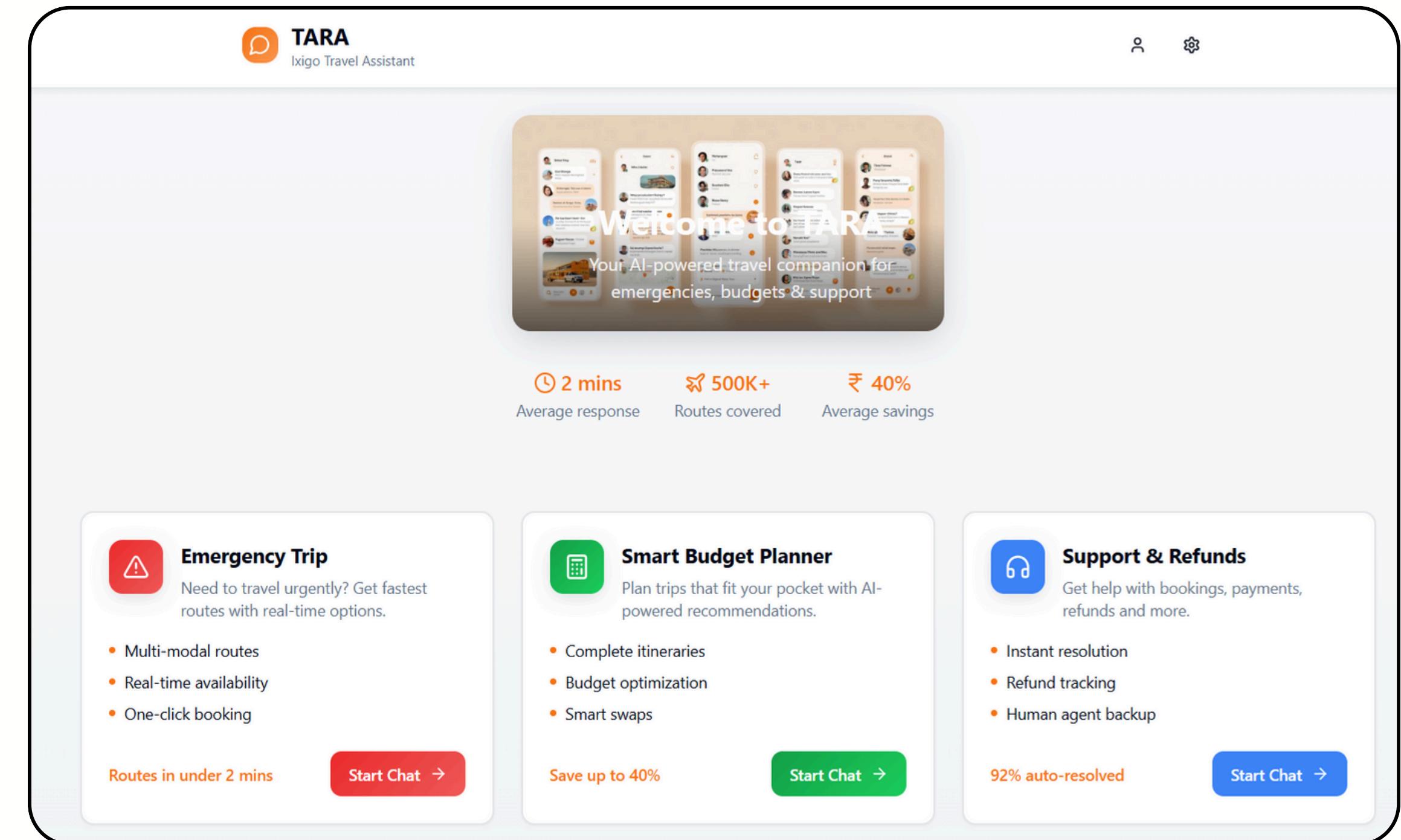


What is TARA ?

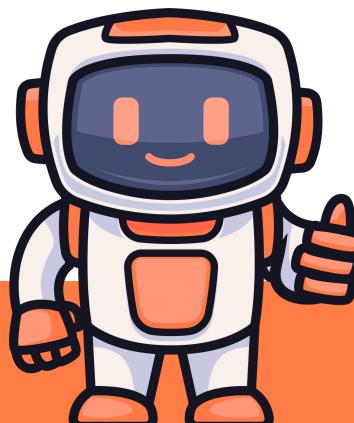
- TARA is **Ixigo's AI-powered travel assistant**, launched in **2018**.
- voice-based, **100% AI-driven** assistant designed to **answer travel-related questions**,
- aiming to be a "**travel agent of the future**" that **offers instant, 24/7 responses**.

Why Upgrade to TARA 2.0 ?

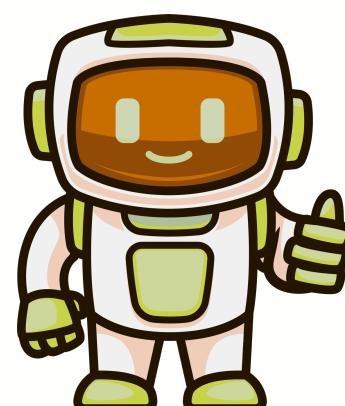
- Growing demand for **faster, smarter travel planning**.
- Users want **personalized recommendations** that fit their budget.
- **Instant, reliable support** is critical for trust and retention.



Tara 2.0 transforms Ixigo's AI from a source of frustration into a **trusted, intelligent travel assistant**: delighting **users** while optimizing **business** efficiency."



Feature	What it solves? (Pain Point)	What it Enables (User Outcome / Benefit)	What it Supports (Critical Function)
Emergency Trip Planner	Need for urgent, optimal travel options	Instant multi-modal bookings for faster emergency travel planning.	Trip planning & booking acceleration
Smart Budget Planner	Need to plan trips within budget	Enables personalized , AI-driven cost optimization	Financially optimized travel recommendations
Support & Refunds	Need for quick, reliable assistance	Instant query resolution with transparent tracking and human backup.	Customer support for bookings, payments, and refunds



Impact Forecast:

Metric	Before	After Enhancement
Avg. Booking Time	8 mins	2 mins
Budget Conversion	-	+40% trip savings
Support Tickets	100%	8% human fallback
Refund Resolution SLA	3 days	<12 hours

Benefits to Users:

- Frictionless Travel Planning:** Quick, accurate, context-aware recommendations.
- Financial Control:** Budget-focused suggestions reduce overspending.
- Reliable Support:** Clear, transparent assistance without “bot loops.”
- Peace of Mind:** Human escalation ensures critical issues are resolved.

Benefits to Business:

- Reduced Support Load:** Automation handles majority of queries, human only for complex cases.
- Increased Trust & Retention:** Faster, accurate, and transparent support improves loyalty.
- Upsell & Engagement:** Smart trip & budget recommendations can drive conversions.
- Operational Efficiency:** Real-time insights into user behavior and pain points.

Feature Prioritization

Feature	Reach	Effort	Impact	Confidence	Comments	Overall
TARA 2.0 Upgrade (AI Assistant)	<div style="width: 80%;"><div style="width: 100%;"> </div></div>	High			Transforms support into reliable, intelligent, human-backed travel assistant	
Emergency Travel Planner (Urgent Trips)	<div style="width: 70%;"><div style="width: 100%;"> </div></div>	Med			Provides fastest real arrival routes during urgent travel needs	
Smart Budget Planner (Students)	<div style="width: 85%;"><div style="width: 100%;"> </div></div>	High			Helps students plan affordable trips seamlessly within budgets	
Faster Refunds via NBFC Tie-up	<div style="width: 60%;"><div style="width: 100%;"> </div></div>	Low			Risky model; financial exposure outweighs customer benefit significantly	4

Success metrics

Avg Chatbot Handling Time



Time to resolve or escalate

Resolution Rate



% of queries resolved by chatbot

Emergency Session Conversion Rate



Number of Emergency Trip Searches



Instant Confirmation Rate

% of bookings confirmed instantly or within 5 mins

Student Acquisition



% of students acquired through planner

Budget Compliance Rate



% of trips within budget

PRODUCT EVOLUTION

Evolution	Phase 1	Phase 2	Phase 3	Phase 4			
Features	Modification of AI chatbot dispute resolution workflow	Beta release of emergency find feature for fastest v/s cheapest route search	Emergency routing through stopovers	Initiate college trip planner through budget based filters	SLA Automation if response time exceeds 3 minutes	In chat timeline displays and next expected update time	Voice chat support and real time responses
Investment	Deploy workflows for self resolution or routing to Ixigo agent	Real time flight and train status updates for emergency search	Train model and ETA engine on stopover based routing	Train ML model to create itineraries within budget	Model tuning and caching to cut response latency	AI verified evidence upload before routing to agent	Scale LLM and implement feedback loops
Regulation	Manage data flow pipeline in accordance with data protection acts	Publish emergency booking fare and related policies	Audit prices through IRCTC, state transport rules, etc.	Align student discounts and portal for ID verification	Tightening data retention limits	Using previous data to estimate expected timelines	Alignment with biometric and voice data protection acts
Reputation	Target sub 5 minute replies for consumers to perceive chatbot as responsive	Positive CSAT scores from early adopters	Gains buzz online for being a lifesaver during emergencies	High acquisition of college students due to lack of competition	Customer retention through high speed responses	High responsiveness causes organic marketing, increasing acquisition	Smarter assistance increases retention

Gradual Transition

→ Increase in user
Retention and
Acquisition