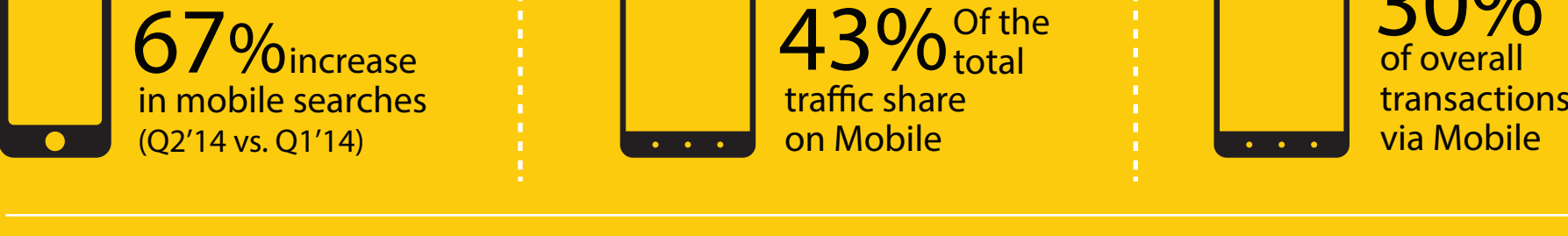


# HOW INDIA TRAVELS THROUGH MOBILE

## Q2' 2014 HIGHLIGHTS

### India goes mobile:



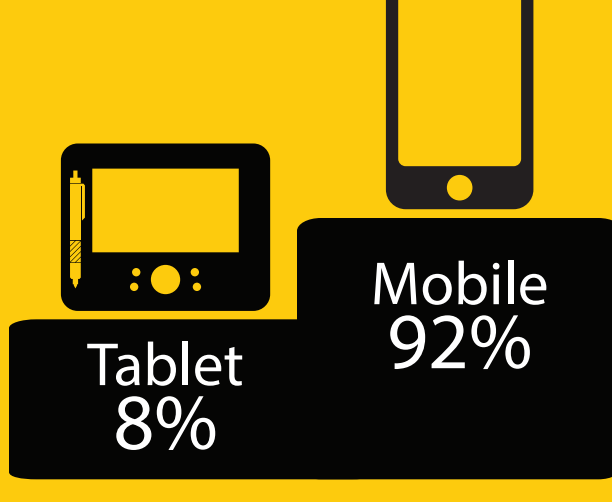
### The perfect holiday:

On Mobile, Q2'14 saw:



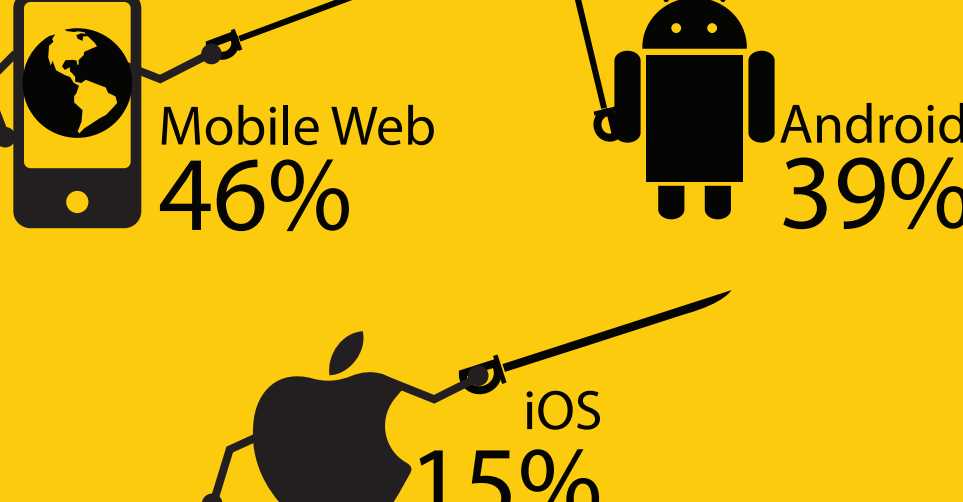
### SIZING IT UP

Share of traffic by device in Q2'14



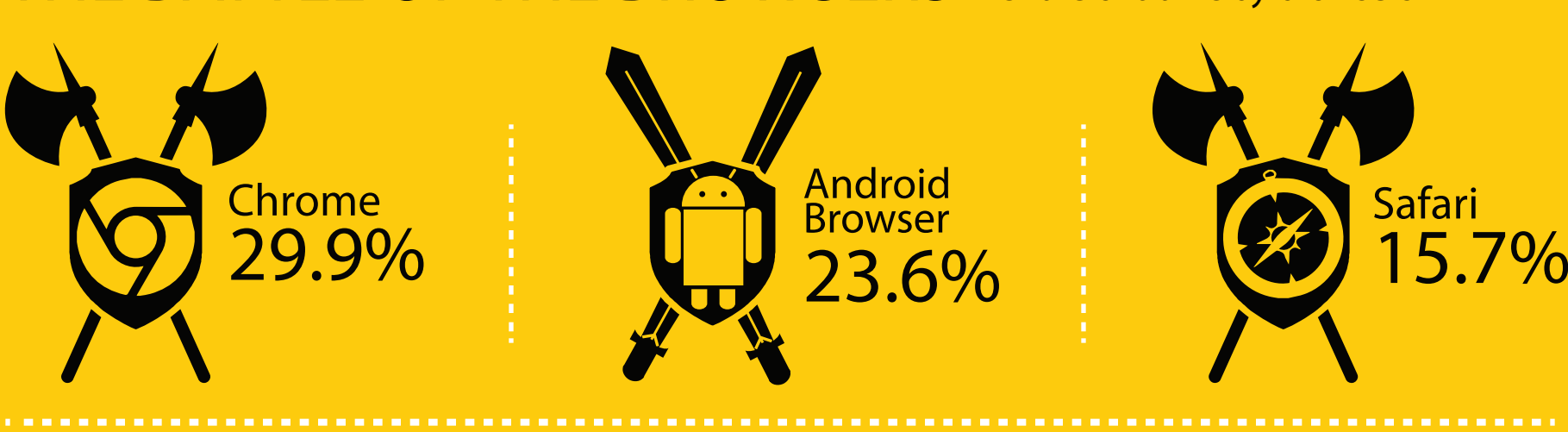
### THE BATTLE OF THE APPS

iOS vs. Android share of traffic



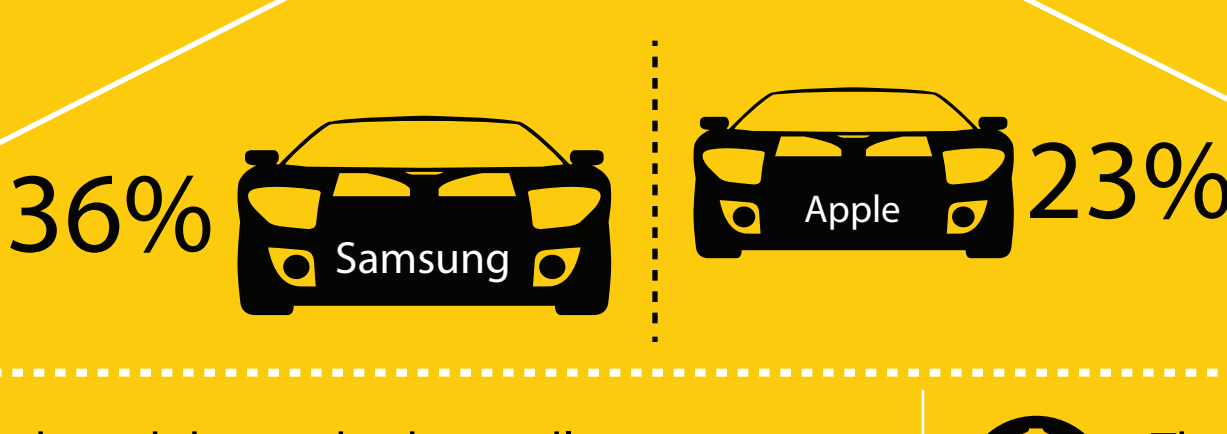
### THE BATTLE OF THE BROWSERS

Share of traffic by browsers



### THE BRAND PRIX

Share of traffic by brand between



### The brand that rocks the cradle:

Samsung & Apple still lead in device traffic share



Soaring high: Apple devices lead the share of air searches



### The big belly:

New Delhi showed the highest q-o-q increase in mobile + tablet traffic share from 39% to 52%



### THE COLOUR OF MOBILITY

#### Top 5 high-end transaction size models

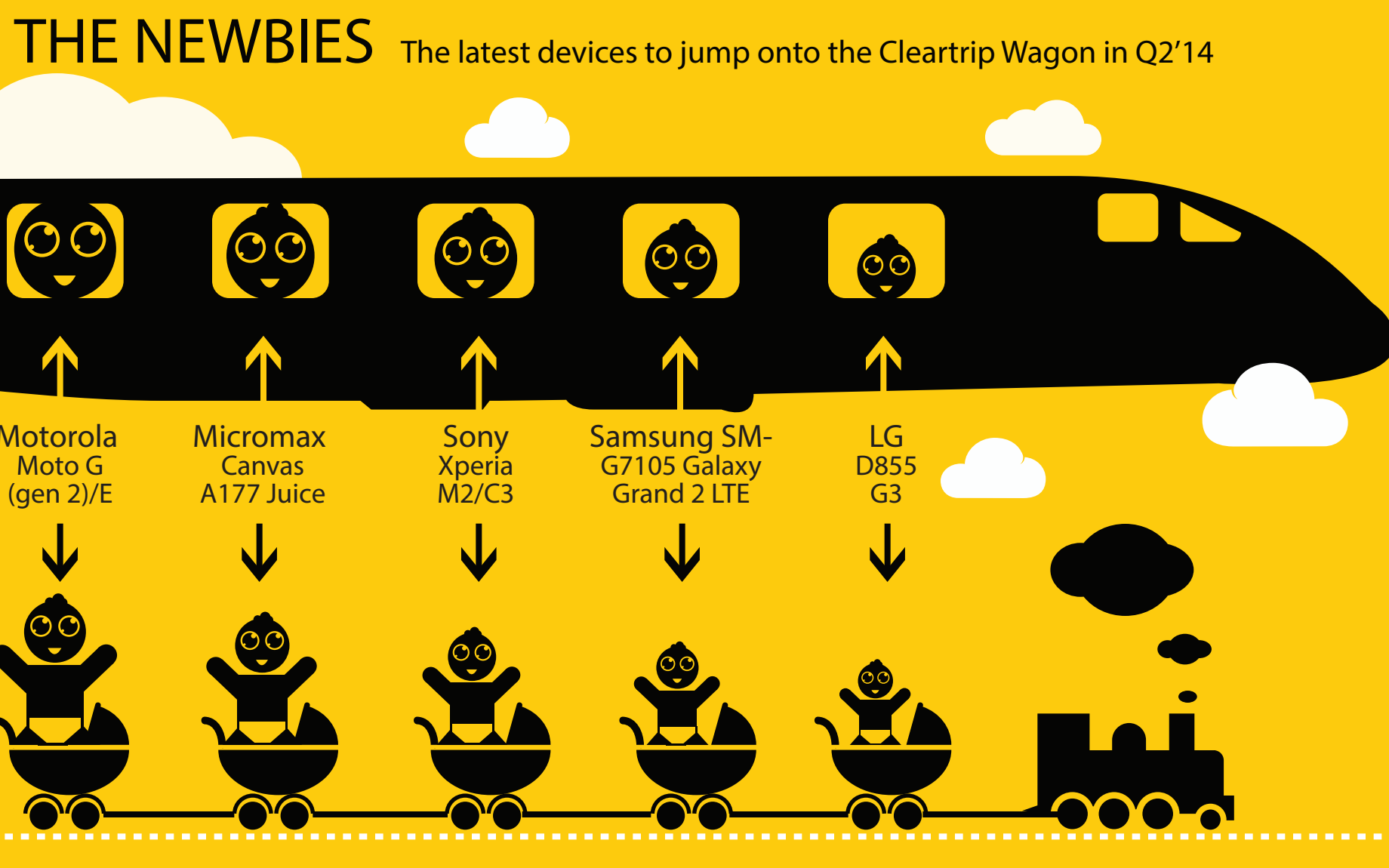
- 1 iPhone 5s
- 2 iPhone 5
- 3 Apple iPad
- 4 Samsung GT-N7100 Galaxy Note II
- 5 Samsung GT-19300 Galaxy S III

#### Top 5 low-end transaction size models

- 1 Samsung Galaxy Grand Duos
- 2 Samsung Galaxy S Duos
- 3 Samsung Galaxy Core
- 4 iPhone 5S
- 5 iPhone 5

### THE NEWBIES

The latest devices to jump onto the Cleartrip Wagon in Q2'14



### THE APPLE OF OUR EYES

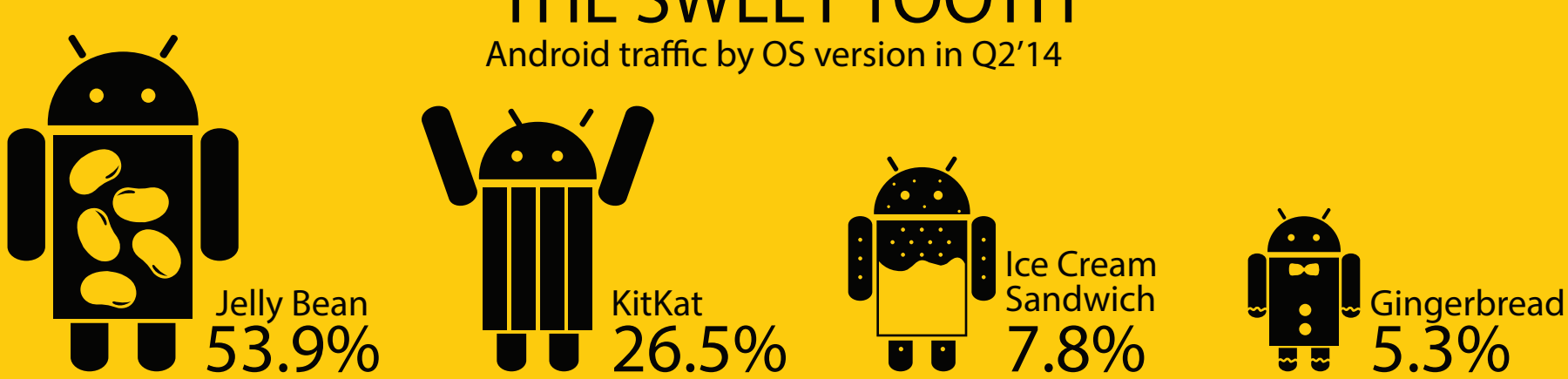
iOS Traffic by OS version as of October 9, 2014



- iOS7 50.1%
- iOS8 44.3%
- Others 5.6%

### THE SWEET TOOTH

Android traffic by OS version in Q2'14



### HOME SUITE HOME



Search patterns

iOS: Pay@Hotel → Stars → Location → Price → Tripadvisor Rating

Android: Location → Price → Stars → Tripadvisor Rating → Amenities

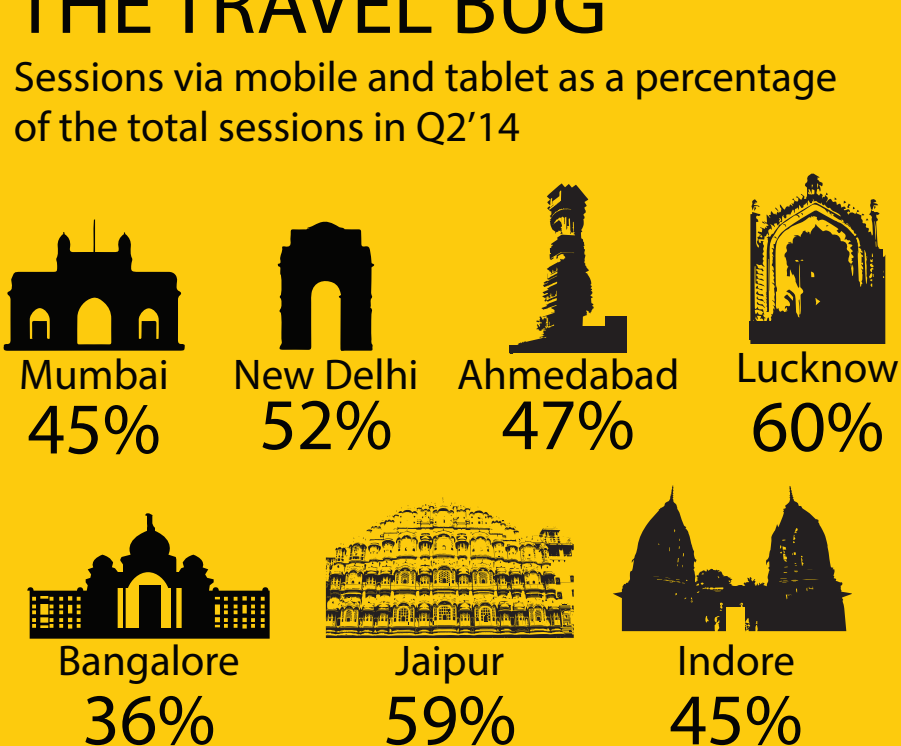
### THE AGE OF TRAVEL

Cleartrip App users by age group

Age	Female	Male
13-17	0.1%	1.2%
18-24	2.1%	18.7%
25-34	4.9%	44.9%
35-44	1.3%	18.0%
45-54	0.5%	5.5%
55+	0.2%	2.6%
Total	9.1%	90.9%

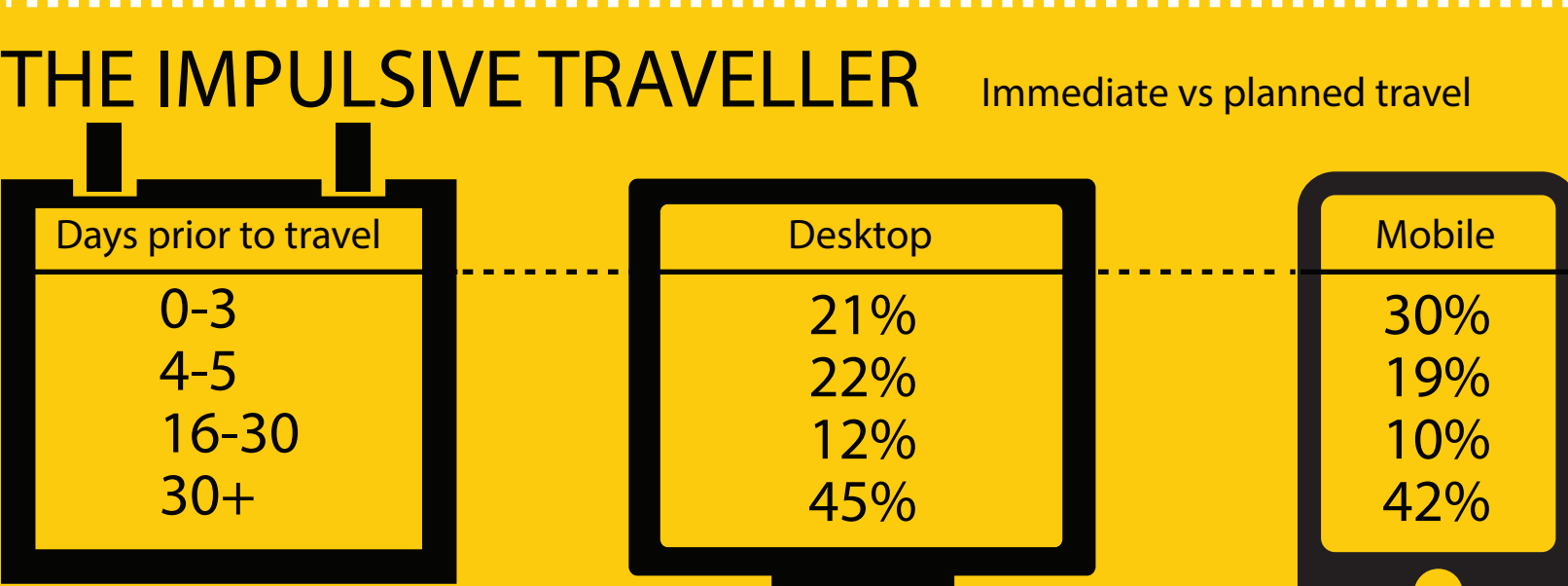
### THE TRAVEL BUG

Sessions via mobile and tablet as a percentage of the total sessions in Q2'14



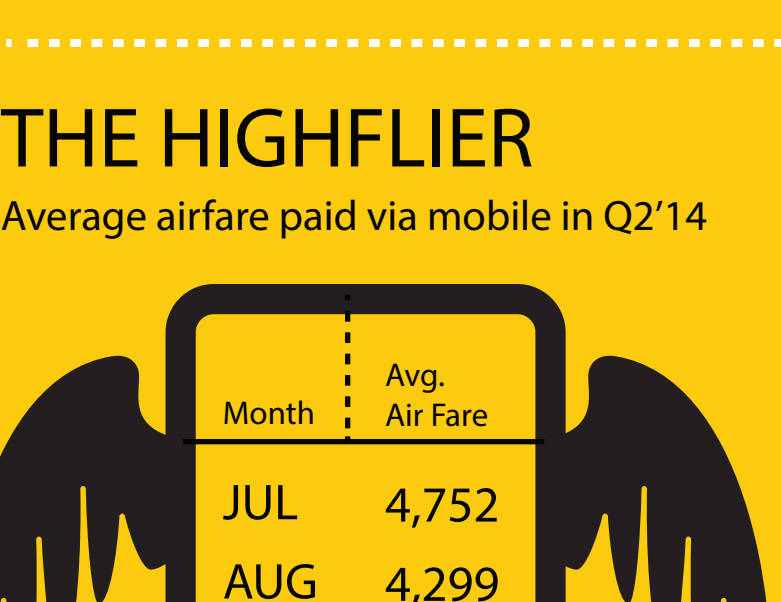
### THE IMPULSIVE TRAVELLER

Immediate vs planned travel



### THE HIGHFLIER

Average airfare paid via mobile in Q2'14



### THE SUITE LIFE

Average fares for rooms at regular hotels vs 4 & 5 star hotels, booked via mobile

MONTH	AVG FARES	AVG FARES (4&5 STAR HOTELS)
JUL	3,145	4,817
AUG	3,220	5,073
SEP	3,274	5,065