



Air India: 5 ways the airline is transforming your travel experience - Part II

Explore how Air India is elevating the overall travel experience with its passenger-centric upgrades, new initiatives and a renewed commitment to excellence.



Maharaja Club - Air India's loyalty programme

- Earn Maharaja Points on not just Air India flights but also on 24 other Star Alliance member airlines around the world, and when you spend on lifestyle partners.
- Redeem points for award flights, cabin upgrades, or tier elevation.
- Enjoy tier-specific privileges including priority services, extra baggage, lounge access and more.

Vista Verve - premium onboard experience

- Bespoke chinaware and tableware with timeless designs inspired by India's rich heritage will add a streak of luxury to your meal.
- Get cocooned in comfort with the airline's new luxe bedding that will enhance your sleep experience on long-haul Air India flights.
- Vista Verve is being rolled out across the network and is currently available on all UK routes – London Heathrow, London Gatwick, Birmingham, and all US routes i.e New York, Newark, Chicago, San Francisco and Washington.



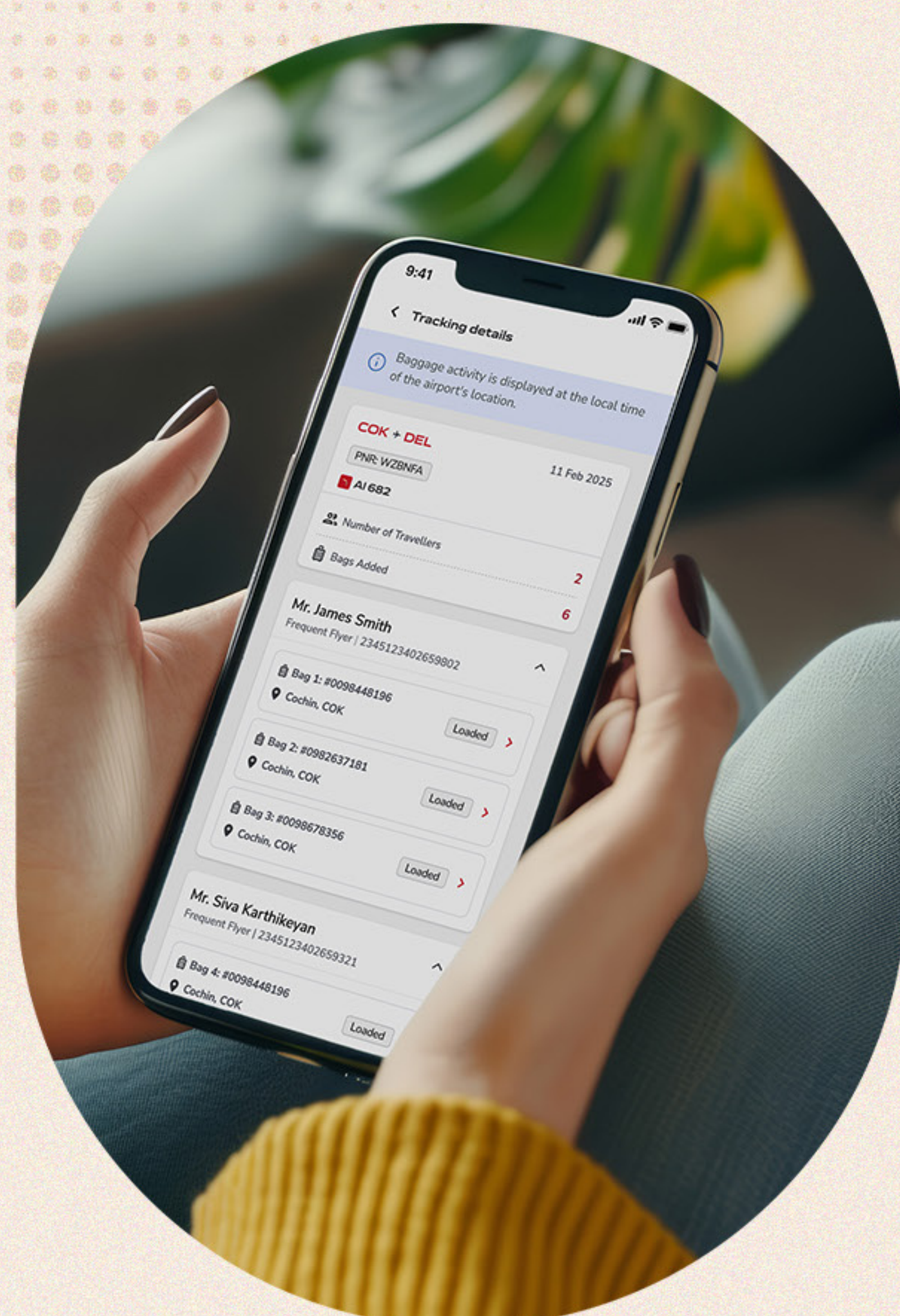
New and upgraded exclusive lounges

- Enjoy an elevated experience through our network of Air India and Star Alliance lounges, designed to help you relax and unwind during your journey.
- Whether it's the newly opened lounge at the Bengaluru Airport or the refurbished lounge at the Delhi Airport, discover a relaxing setting where delicious food options and attentive service await you.
- Air India is expanding its exclusive lounge network across major Indian metros and key international markets like North America and the UK.
- Lounge services are available to guests flying First or Business Class and eligible members of the Maharaja Club.



Smart tech for a smarter journey

- The airline's redesigned award-winning mobile app and website offer seamless navigation and a user-friendly experience.
- Tech upgrades also include real-time flight and baggage tracking and keeping flyers updated every step of the way.
- The launch of 'Al.g,' a virtual travel assistant, ensures instant support for your queries including personalising itineraries, downloading boarding passes and more in a multi-lingual format.
- The recently launched Artificial Intelligence (AI)-driven feature, eZ Booking enables you to complete your reservation on the Air India website by just communicating your detailed itinerary to the AI Agent. This feature is currently available exclusively for Maharaja Club members.



An elevated culinary journey

- Delve into Air India's refreshed in-flight menu featuring a blend of gourmet Indian and international flavours.
- The dishes are prepared with locally sourced ingredients to cater to your preferences and dietary needs.
- The menu offers thematic dishes for celebratory occasions, adding a special touch to your Air India flight.

*The services mentioned above are subject to the aircraft type/ route flown.