

AIR INDIA LAUNCHES BAGGAGE TRACKING FEATURE ON ITS MOBILE APP AND WEBSITE FOR ENHANCED TRAVEL EXPERIENCE

- Guests can now track their checked-in bags all through their journey and get notification of baggage status
- This capability is part of Air India's ongoing efforts to elevate guest experience through innovative digital technology

GURUGRAM, July 11, 2024: Air India, India's leading global airline, has rolled out an easy-to-use baggage tracking feature on its mobile app and website. Leveraging real-time baggage tracking information available from its network airports and a scalable cloud applications infrastructure, this capability will keep our guests in touch with their baggage throughout the journey and significantly reduce concern, if any, about their checked-in bags. Air India is one of the select few airlines in the world to provide this convenience directly to guests without any intervention from airline staff.

Designed and developed by Air India's digital technology and design teams, in collaboration with the airline's airport operations department, the feature offers a convenient option for end-to-end baggage tracking with minimal data entry. Guests can track their checked-in bags simply by scanning the barcode on their baggage receipts. Alternatively, this information becomes automatically available in the 'My Trips' section of the mobile app soon after the bags are checked-in, if the trip has been added there. The feature is also available under the Book & Manage section of the Air India website under 'Track Your Bags' tab.

Other important aspects of this feature include:

- **Real-time updates:** Important details about checked-in bags such as current location, transit status, baggage arrival details along with the local time of events are provided in an easy-to-read manner. The status coverage includes all important baggage touchpoints where baggage tracking technology is available such as check-in, security clearance, aircraft loading, transfers, and arrival in the baggage claim area.
- **Tracking of code-share and interline flights:** End-to-end baggage tracking will be available across multiple flight segments on Air India. In addition, if the journey includes segments from other airlines in interline or code-share connections belonging to the same reservation, then tracking from those segments is also provided.
- **Comprehensive tracking:** For guests with multiple checked-in bags, detailed tracking information for each bag is available on a single user-friendly interface. Timely notification is also provided via the mobile app when the baggage is checked in.

Enhanced range of notifications significant to the tracking experience, like baggage carousel information on arrival, are also in the pipeline.

“In our sustained efforts to enhance guest experience by embracing innovative digital technology, we can now provide real-time baggage status to our guests. This key-customer centric initiative marks a significant milestone in our transformation journey. Our mobile app serves as the ideal platform for our guests to use this feature as it provides specific information related to baggage as part of ‘My Trips’ segment. Guests can also add baggage tags easily by scanning with the mobile phone’s camera,” said **Dr. Satya Ramaswamy, Chief Digital and Technology Officer, Air India.**

ABOUT AIR INDIA:

Founded by the legendary JRD Tata, Air India pioneered India’s aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive domestic network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of *Vihaan.AI*, with an ambition to become a world class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics. These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others.

A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

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