

AIR INDIA'S BUSINESS & PREMIUM ECONOMY SEATS, A350 VR EXPERIENCE ON DISPLAY AT SATTE 2025

- *Air India's booth draws inspiration from the airline's signature gold window frame, 'The Vista'*
- *Pavilion offers visitors an opportunity to witness the airline's transformation journey*

GURUGRAM, 19 February 2025: Air India, India's leading global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from 19 to 21 February 2025 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, 'The Vista,' that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

At the pavilion, Air India aims to offer its visitors an opportunity to witness the airline's transformation journey through live demonstrations of Business Class and Premium Economy seats of the newly retrofitted A320 family aircraft.

Air India currently offers Premium Economy cabins on more than eighty aircraft that are deployed on domestic and international routes. The airline has started refurbishing 27 of its legacy A320 aircraft that will be completed by mid-2025. This will see the installation of new cabins, seats, upholstery, carpets as well as the addition of Premium Economy cabins in these aircraft, thus significantly increasing the total count of aircraft in three-class configuration.

The addition of Premium Economy will offer passengers the comfort of a dedicated, upscale cabin and seats with extra legroom, enhanced meals, priority services on ground, and more.

"As Air India continues to make strides in its transformation journey to become a world-class global airline with an Indian heart, SATTE 2025 presents a befitting opportunity for us to showcase our premium offerings while also fostering relationships with travel industry stakeholders from across the globe. Through interactive activations and an immersive product display, we will offer visitors a glimpse of the new Air India," said **Nipun Aggarwal, Chief Commercial Officer, Air India.**

Air India is also showcasing a Virtual Reality experience zone to bring its state-of-the-art A350 fleet closer to industry professionals and visitors. This setup will transport visitors into the premium cabins of the airline's latest A350 aircraft, which has been strategically deployed on key international routes, including Delhi-London Heathrow, New York (JFK), and Newark.

Air India's flagship A350, with 316 seats in a three-class cabin configuration, offers wider cabins, larger windows, mood lighting, Wi-Fi connectivity onboard and advanced inflight entertainment systems, setting a new benchmark for passenger experience on airlines in India.

In addition, Air India will also display a selection of in-flight meals to showcase its refreshed menus and enhanced dining experience onboard.

At the pavilion, visitors will also have an opportunity to enroll in Maharaja Club, the airline's newly revamped loyalty program offering exclusive rewards and privileges. The airline will host a raffle at the booth, where visitors can win curated gift hampers and a complimentary economy class ticket. The pavilion will allow visitors to experience the airline's commitment to innovation and passenger comfort.

About Air India group



The Air India group – comprising of full-service global airline Air India and low-cost regional carrier Air India Express – is spearheading a new era of Indian aviation. The Air India story began in 1932 when JRD Tata piloted the airline's inaugural flight and opened the skies for aviation in India. Today, Air India group employs more than 30,000 people, operates over 300 aircraft and carries customers to 55 domestic and 48 international destinations across five continents.

Returning to the Tata Sons in 2022 following 70 years under Government ownership, Air India group is in the midst of a five-year transformation program, Vihaan.AI. As part of the transformation, Air India has placed an order for 570 new aircraft. In 2024, sister airlines Air Asia India and Vistara were successfully merged into Air India Express and Air India, respectively, and the Airline opened South Asia's largest aviation training academy. A new flying school is scheduled to open in 2025, and construction of a greenfield maintenance base, to be operational in 2026, is underway. In addition to receiving new aircraft, all existing aircraft are progressively undergoing a full interior refit.

With transformation underway across all facets of the business and India's rich legacy of hospitality, Air India is committed to being a world class global airline with an Indian heart.

For more stories on Air India, visit <http://www.airindia.com/newsroom>

PRESS CONTACTS

Air India

Sakshi

sakshi3@airindia.com

Air India Press Office

Stuti Singh / Apoorva Bansal

airindia@adfactorspr.com | +91 9717269625