

AIR INDIA INAUGURATES CENTRE OF DIGITAL INNOVATION IN KOCHI TO POWER INNOVATIVE DIGITAL TOUCHPOINTS AND ENHANCE CUSTOMER EXPERIENCE

- Centre was inaugurated by Chairman of Tata Group N. Chandrasekaran, who is also the Chairman of Air India
- CODi (pronounced Code-eye) will play a key role in shaping Air India as a modern, world-class airline

GURUGRAM, 21 March 2025: Air India, India's leading global airline, has announced the inauguration of its newly created Air India Centre of Digital Innovation (CODi) in Kochi. The centre will focus on developing customer-facing digital touchpoint technologies and cutting-edge data and Artificial Intelligence capabilities, which are playing a key role in shaping Air India as a modern, world-class airline.

Air India CODi was inaugurated by the Chairman of Tata Group, N Chandrasekaran, who is also the Chairman of Air India. Campbell Wilson, Chief Executive Officer & Managing Director, Air India, Dr Satya Ramaswamy, Chief Digital & Technology Officer, and P. Balaji, Group Head, Governance, Regulatory & Compliance and Corporate Affairs, Air India, were also present on the occasion.

The new office building exclusively housing Air India CODi is located in the Caspian Techparks facility in Infopark Phase II of Kochi. It features nine floors of office space with an innovative mix of workstations, meeting rooms, collaboration spaces, and discussion cabins. The facility also has a one-of-a-kind design collaboration space named 'Bodhi Tree' and the various floors of the building are named after erstwhile historic kingdoms from Kerala, such as Travancore, Venad, Kochi, Valluvanad, Eranad, Kozhikode, Arakkal, Kottayam and Chirakkal.

The team housed at Air India CODi has contributed to developing several digital technologies to ensure a smooth experience for Air India's guests. These include:

- Air India's award-winning mobile app that is rated an exceptionally high 4.8 stars by its users on both the Apple and Android app stores, making it one of a handful of the top-rated airline mobile apps in the world.
- Air India's award-winning website www.airindia.com that is consistently ranked among the top airline websites of the world by leading website evaluation organisations such as Google Lighthouse.
- Air India's award winning generative AI chatbot AI.g, which is the global airline industry's very first Gen AI chatbot. AI.g has answered more than 8 million customer queries so far and delivers impressive customer service performance, answering 97% of the queries autonomously without any human assistance.
- Air India's notification system that delivers more than 2 crore notifications per month, providing timely information and guidance to Air India's guests.
- Air India's award winning new inflight entertainment system.
- Air India's extensive data analytics and AI systems driving an AI-infused data-driven culture in its key departments.

Addressing the teams at Air India CODi, Mr. Chandrasekaran shared his vision of a data-driven, AI-infused future for Air India and the larger Tata Group. Noting the AI-driven advancements in today's scenario, he urged the teams to develop digital interfaces and experiences that will enhance intelligence and empathy at Air India's customer-facing digital touchpoints.

Mr. Chandrasekaran also called for digital tools that empower frontline Air Indians to excel in delighting guests. He exhorted the Air India CODi team to develop fully autonomous digital assistants that can proactively anticipate and fulfil every need of Air India's guests.

Campbell Wilson, Chief Executive Officer & Managing Director, Air India said, “We are very excited to announce Air India CODi that will help further strengthen India's innovation ecosystem. At Air India, we believe equipping our frontline employees with tech-enabled systems will help us provide greater level of customer service to our guests. To this end, the team at Air India CODi will continue to develop cutting-edge AI solutions that will delight our guests.”

“The Air India Centre of Digital Innovation will be a space for collaboration and innovation for our talented workforce that will focus on developing customer-facing digital touchpoint technologies and cutting-edge data and AI capabilities. In the last two years, the team has made significant contributions to elevate customer delight through digital touchpoints as well as AI and data-driven decision-making capabilities across all our internal departments, as part of Air India’s Vihaan.AI transformation program. I am confident that Air India CODi will help further enhance the experience of our guests,” said **Dr Satya Ramaswamy, Chief Digital & Technology Officer, Air India.**

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

Ravi Teja Sharma

raviteja.sharma@airindia.com

Air India Press Office

Stuti Singh / Apoorva Bansal

airindia@adfactorspr.com | +91 9873792612