

AIR INDIA TRANSFORMS ‘FLYING RETURNS’ LOYALTY PROGRAMME TO OFFER GREATER EASE, REWARDS, AND RECOGNITION TO MEMBERS

- Flying Returns moves away from miles-flown approach to adopt spend-based model
- No points expiry for active members
- No blackout dates and always-available award ticket inventory with ‘Cash+Points’ redemption option
- Same Tier privileges, collection and redemption across Star Alliance partner airlines worldwide
- New customer-friendly digital interface to provide a one-stop-platform for transactions

Gurugram, 03 April 2024: Air India today launched its transformed Flying Returns loyalty programme, introducing a simplified new structure, more customer-friendly features, renamed tiers, and an updated identity. The revamped Flying Returns prioritizes greater ease, more rewards, and recognition for Members, while offering them instant global status and privileges around the world.

In its first overhaul in more than a decade, Flying Returns moves away from the legacy model of miles-based collection of points to a fairer, more equitable spend-based approach.

Flying Returns Members will be able to enjoy the benefits of the new programme and collect points based on the new structure, starting today.

“The revamp of Flying Returns is an important step forward in the way the ‘new’ Air India intends to serve and delight customers. We spent the past year listening, gathering insights from over 50,000 customers, and benchmarking our program against the best loyalty offerings out there. This deep dive, coupled with a complete digital overhaul, has resulted in a much stronger and value-delivering programme that we are proud to present today,” said **Nipun Aggarwal, Chief Commercial & Transformation Officer, Air India.**

“We are confident that this evolution of Flying Returns, along with more strengths we will add to the programme in due course, will elevate it to the forefront of global loyalty programmes.”

Some highlights of the reimagined Flying Returns programme are as follows:

- **Spend more, earn more:** With Flying Returns now becoming a spend-based programme, the amount of Flying Returns Points that Members will be able to collect per flight will now be based on the amount they spend on a ticket rather than the distance they fly, thus delivering greater value for money spent over miles flown.
- **Evergreen Points:** Flying Returns Points will now never expire, as long as a Member takes at least one flight on Air India every 24 months, regardless of their Membership Tier level.
- **No blackout dates and no restrictions:** Members can redeem Flying Returns Points to purchase any Air India seat that is available for sale; there are no restrictions.



- **Cash+Points:** Members will now be able to pay for their Award flight using a combination of Flying Returns Points and cash, thus providing greater flexibility.
- **Global reach and value:** As India's most globally connected loyalty program, Flying Returns offers its Members the ability to earn or redeem points on 25 other Star Alliance partner airlines across the world. This global network comprises among the very best airlines for quality and service in their respective regions and enables members to redeem for flights to over 700 destinations worldwide.
- **Global status:** Members will also enjoy their Flying Returns Tier privileges across all Star Alliance member airlines worldwide, as well as access to 1000+ lounges across the world for those with applicable Membership Tier levels.
- **Renamed Membership Tiers:** Flying Returns will continue to offer four Membership Tier levels that have been renamed: Red (from 'Base'), Silver (from 'Silver Edge'), Gold (from 'Golden Edge'), and Platinum (from The Maharaja Club).
- **Priority and premium one-stop member service:** Silver, Gold, and Platinum members will have access to a one-stop member service contact centre that will provide a seamless experience in immediately addressing any member inquiries and requests.

More Options for More Members – Flying Returns, in its new avatar, has more to offer to everyone with new features such as:

- **Family Pool:** Members will be able to combine their Flying Returns Points with others in their family, for free, enabling them to redeem for travel sooner.
- **The benefit of booking direct:** Members will earn 2 additional bonus Flying Returns Points for every INR 100 spent in booking flights directly on Air India's website (airindia.com) or mobile app.
- **More options to collect Flying Returns Points:** Members can now also collect Flying Returns Points across a wide range of Air India's non-airline partners, including car rentals, hotel stays, shopping, lifestyle experiences, and more.





Air India will – in due course - introduce new co-branded credit cards as well as partnerships with other popular brands to offer extensive travel benefits and privileges to Flying Returns Members.

The below chart details the features and privileges that come with each of the four Flying Returns Membership Tiers:

Member Benefits	Red	Silver	Gold	Platinum
Qualification Criteria	NA	15000 Points or 30 Flights	30000 Points or 60 Flights	45000 Points or 90 Flights
Earn on Air India, Star Alliance flights and lifestyle partners	Yes	Yes	Yes	Yes
Spend points on Air India and Star Alliance flights	Yes	Yes	Yes	Yes
Enrolment Bonus	1000 Points	NA	NA	NA
Priority & Premium one-stop Customer Service	NA	Yes	Yes	Yes
Fee waivers on itinerary changes* – Domestic on AI	NA	Flat fee of INR 1000 per ticket	1 free change per ticket up to 24 hours before departure	2 free changes per ticket up to 24 hours before departure
Fee waivers on itinerary changes* – International on AI and Star	NA	NA	1 free change per ticket up to 72 hours before departure	2 free changes per ticket up to 24 hours before departure
Fee waivers on itinerary cancellations* – Domestic on AI	NA	NA	Flat Fee of INR 1,199 up to 24 hours before departure	Free up to 24 hours before departure
Discount on seat selection* – AI operated flights	NA	50% off on standard seat on domestic sector only (promotional offer)	100% off on standard seats across network	100% off on all seats across network
Fly Early* benefit at airport- Domestic on AI	NA	NA	Yes	Yes
Priority check-in at dedicated counters	NA	Yes	Yes	Yes
Excess Baggage Allowance on Air India flights**	NA	+10 kg (promotional offer)	+20 kg or 1 Piece up to 23 kg	+20 kg or 1 Piece up to 23 kg
Lounge Access (with 1 guest) at AI Owned / Star / Contracted lounges	NA	NA	Yes	Yes
Priority Boarding	NA	Yes	Yes	Yes
Priority Baggage Delivery	NA	Yes	Yes	Yes
Cabin Upgrade vouchers* – Domestic for Air India flights	NA	1 upgrade voucher	2 upgrade vouchers	3 upgrade vouchers

*T&Cs Apply

Earn Structure

			
RED	SILVER	GOLD	PLATINUM
6	6	6	6
TIER POINTS	TIER POINTS	TIER POINTS	TIER POINTS
6	8	9	10
REWARD POINTS	REWARD POINTS	REWARD POINTS	REWARD POINTS

Reward Points and Tier Points shown here are per INR 100 spent. Members receive additional 2 bonus Reward Points per INR 100 across Tiers for direct bookings on the Air India website and mobile app.

Launched in 1994, Air India's Flying Returns programme boasts a long history, making it India's oldest frequent flyer programme. The programme was last updated in 2012.

In the last 90 days, Air India started the rollout of its new global brand identity across guest touchpoints, launched a new consumer-facing website and mobile app, unveiled a new collection of uniforms for cabin and cockpit crew designed by Indian celebrity couturier, Manish Malhotra, and inducted the Airbus A350 aircraft into its fleet.

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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