

## AIR INDIA INTEGRATES APPLE AIRTAG LOCATION FEATURE TO DIGITALLY SUPPORT BAGGAGE TRACKING

- *Air India customers using Apple AirTag can now digitally share location of their misplaced checked-in baggage with Air India to help the airline trace and reunite it with the owners*
- *Air India has become the first airline in Asia to integrate this service for its guests*

**GURUGRAM, 03 April 2025:** Air India, India's leading global airline, has integrated Apple AirTag with its baggage-tracking system and mobile app, allowing customers using Apple iPhone, iPad or Mac devices\* to securely track the location of their baggage.

Air India is the first airline in Asia to offer this integrated tracking service to guests.

Air India transports more than 100 million items of baggage annually, with more than 99.6% of items arriving together with the accompanying customer. For the small proportion that does not, due to issues with airport baggage systems, flight misconnection or other factors, this new AirTag integration will help locate items and expedite recovery.

The integration builds upon the easy-to-use baggage tracking feature Air India offers on its mobile app and website, which leverages real-time information available from airports to keep guests informed. For customers who have added their flight to the "My Trips" section of the app, baggage information becomes automatically available soon after the bags are checked-in, as well as on the "Track my Bags" tab of the website. Customers may also scan the barcode on their baggage receipts to initiate tracking.

"At Air India we continue to innovate and introduce cutting-edge digital capabilities as part of our customer-centric approach. As we transform into a world-class global airline, we are excited to offer our guests an innovative option to help locate their baggage in case it does not arrive at the destination on schedule. We are confident that our guests will find the baggage location capability offered using Apple's AirTag and Share Item Location feature along with Air India's real-time baggage-tracking system on its website and mobile app quite helpful," said **Dr Satya Ramaswamy, Chief Digital & Technology Officer, Air India.**

### How to use the AirTag feature:

- If the baggage, with the AirTag in it, does not arrive at the destination, the guest can report it at Air India's Baggage Counter at the airport. Air India airport staff will assist in filing a Property Irregularity Report (PIR) for the baggage.
- The guest will then need to generate the 'Share Item Location' in the 'Find My' app on their Apple device and share the location link with Air India and associate it with the above-mentioned PIR via the Air India mobile app or website:
  - **Mobile App:** The guest can visit the 'Customer Support Portal' on the app and choose 'Baggage' and then select 'Lost and Found Check-in Baggage' and provide the AirTag link there.
  - **Website:** The guest can visit 'Lost and Found Check-in Baggage' in the Customer Support Portal page to provide the 'Share Item Location' link for their Apple AirTag, along with PIR number. Following this, guests will receive an acknowledgment email from Air India with a link to check baggage status.
- The shared AirTag link is then used by Air India's authorised airport teams to locate the baggage if its within airport premises and reunite the baggage with the guest at the earliest.
- For ensuring privacy and security, location sharing will automatically end as soon as a guest is reunited with their bag, or automatically expire after seven days. It can also be stopped by the guest at any time.

*\*To experience the new Share Item Location feature the guest should be using Apple devices running on iOS 18.2, iPadOS 18.2, or macOS 15.2 or later.*

#### **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>

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