

AIR INDIA LAUNCHES ENHANCED FARE FAMILIES

GURUGRAM, 21 October 2024: Air India, India's leading global airline, announced it has launched simplified and enhanced fare families across cabins. The airline has rebranded its fare families and restructured them to align with the evolving customer preferences across markets.

Air India's fare families offer differentiated bundles of products and services at each price point, which enables travellers to choose the offering that best meets their unique requirements.

Rebranded fare families

Effective 17 October 2024, Air India now offers a total of eight fare families across four cabin classes:

Economy: Value, Classic, Flex
 Premium Economy: Classic, Flex
 Business: Classic, Flex
 First: First

The fare families offer increasing baggage allowance and flexibility in terms of cancellation and date changes for a nominal upsell value. Air India will continue to enhance its ancillary product offerings across these bundles over time to provide more choice and convenience to travellers. Air India's fare families are now available on all domestic and international flights.

Consistent full-service flying experience

Regardless of the fare family one chooses or the cabin they fly in, travellers can continue to expect a consistent full-service flying experience from their origin to destination. Air India offers all its guests complimentary hot meals, free check-in baggage allowance in addition to carry-on bag allowance, and reward points to members of Air India's Flying Returns loyalty programme:

Restructured fare families for Europe and UK markets

Air India has also restructured its fare families on Europe and UK routes to better align the same with market trends and offerings. Air India now offer travellers a more affordable 'Value' fare option that provides one piece of checked baggage weighing 23kg with limited travel flexibility. Travellers who seek more baggage allowance and higher travel flexibility can opt for the 'Classic' and 'Flex' fares that continue to offer two pieces of checked baggage weighing 23kg each in Economy. 'Value' fares are available only for Economy class bookings.

Nipun Aggarwal, Chief Commercial Officer, Air India, said: "We have rebranded and simplified the fare families to provide a unique product and service value proposition at each price point. We have also redesigned and relaunched market-specific fare families which cater to unique customer preferences across geographies. This is a move away from the traditional one-size-fits-all offerings approach, which is becoming increasingly redundant, and it addresses the evolving preferences of today's travellers."



Booking Air India fare families

Bookings for Air India's fare families are currently active and available on all major GDS and channels of distribution including web, mobile app, OTAs, and travel agents.

About Air India

Founded by the legendary JRD Tata, Air India is a pioneer of Indian aviation. Since its first flight in 1932, Air India has built an extensive global network that spans 29 countries across five continents, connecting India with major destinations in USA, Canada, UK, Europe, Africa, Asia Pacific, Australia, and the Middle East.

After its homecoming in 2022, from the Government of India to the Tata group, Air India embarked on Vihaan.AI, a five-year transformation journey, with a vision to be a global airline with an Indian heart. The first two phases of this transformation, 'Taxi' and 'Take-off', were focused on fixing the basics and building foundations for growth. The airline has now entered the 'Climb' phase, which will focus on achieving excellence in operations and customer experience.

A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity to passengers as a full-service global airline, while its wholly owned subsidiary Air India Express operates as a low-cost airline flying within India and nearby countries.

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