

Air India fast tracks Tier Status upgrade to reward Loyalty members

Flying Returns transforming into India's most rewarding airline loyalty programme

New Delhi, 19 May 2023: Air India, India's leading airline and a Star Alliance member, has given wings to its Frequent Flyer Programme – 'Flying Returns' (FR) with a limited-time opportunity for members to fast-track their tier status upgrade or renewal with just 50 % of the usual required qualifying FR points.

This accelerated path to enjoying the benefits offered by Air India and other members of the 25-strong Star Alliance is in line with the airline's mission to establish Flying Returns as amongst the most rewarding loyalty programmes globally.

Commenting on the promotion, Nipun Aggarwal, Chief Commercial Officer, said, "As we continue to transition to a global best aviation loyalty programme, we wanted to have many more of our members experience the benefits of India's oldest and largest loyalty program, at a time when we have significantly improved the member experience and continue to make further improvements. We are committed to the needs and preferences of our passengers and will continue to deliver innovative programmes and products to enhance our members' experience."

The refreshed Flying Returns programme offers compelling benefits and rewards for every member. These include:

Star Alliance Advantages: Flying Returns is the only airline programme in India that offers its members access to the global network connectivity provided by Star Alliance through its 25 other international member airlines. With Flying Returns, members have access to over 1 lakh redemption seats every month on Air India and Star Alliance partner airlines. Members can fly Air India or any other 25 global Star Alliance member airlines and earn points every time they travel. Air India has recently refreshed its website and members can now easily use the Miles Calculator to track accrual rates on each route. Gold & Maharaja Club Members also enjoy access to a global lounge network across 200 countries.

No Blackout Date: Air India is one of the few airlines which has done away with blackout dates, so a redemption seat will be available for members even during peak season and festival periods.

Benefits Related to Travel: With easier access to premium tiers through the Fast Track promotion, more members will get access to an array of services such as Family Pooling plans, global lounge access via Star Alliance Network, best-in-class extra baggage allowance, and priority check-in and boarding for Tier Members.

Benefits Related to Reservation: Members now also get access to a diverse range of benefits on booking, including a Welcome Bonus on first travel after enrolment as well as an additional bonus on booking through the Air India website and mobile app.

Extended Validity of FR Points: Air India has recently extended the validity of Flying Returns points and tier status till June 30, 2023. Points validity can be further extended to the end of the year if members undertake any accrual or redemption activity in their account from April 1st to June 30th 2023.



Family Pooling: The Family Pooling facility allows two or more individual members, who are related to each other, to link their accounts and combine earned Flying Returns into a single account for easier redemption. Each member will still have a different account number, but they can use miles from the connected accounts when making a redemption.

Retro Claim Offer: Flying Returns now also allows members to claim points for past flights via the 'Retro Claim' option. Members can claim points for travel on Air India within the past one year, or six months on any Star Alliance partner airline.

Enhanced Customer Care: Air India's website now provides a single point of contact for Flying Returns members, with premium call centre service for Tier Members to be launched soon.

The revamped website of Air India offers a refreshed loyalty experience for members, making it easier for them to check the status of their miles on the website while presenting all relevant information at a glance.

The Flying Returns programme will continue to be enhanced. The entire range of offers and benefits of Flying Returns is just a click away at www.airindia.in/about-flying-returns-new.htm

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 an extensive domestic network and has spread its wings beyond to become a major international airline with a network across USA, Canada, UK, Europe, Far-East, South-East Asia, Australia and the Gulf. Air India is a member of Star Alliance, the largest global airline consortium. After 69 years as a Government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022. The present management at Air India is driving the five year transformation roadmap under the aegis of Vihaan.AI to establish itself as a world-class global airline with an Indian heart.

Vihaan.AI is Air India's transformational roadmap over five years with clear milestones. It will be focussing on dramatically growing both its network and fleet, developing a completely revamped customer proposition, improving reliability and on-time performance. The airline will also be taking a leadership position in technology, sustainability, and innovation, while aggressively investing in the best industry talent. Vihaan.AI is aimed at putting Air India on a path to sustained growth, profitability and market leadership.

About the Tata Group:

Founded by Jamsetji Tata in 1868, the Tata Group is a global enterprise, headquartered in India, comprising 30 companies across ten verticals. The Group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'.

Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation and art and culture. In 2021-22, the revenue of Tata companies, taken together, was \$128 billion (INR 9.6 trillion). These companies collectively employ over 935,000 people.

Each Tata company or enterprise operates independently under the guidance and supervision of its own Board of Directors. There are 29 publicly-listed Tata enterprises with a combined market capitalisation of \$311 billion (INR 23.6 trillion) as on March 31, 2022.

Companies include Tata Consultancy Services, Tata Motors, Tata Steel, Tata Chemicals, Tata Consumer Products, Titan, Tata Capital, Tata Power, Indian Hotels, Tata Communications, Tata Digital, and Tata Electronics.

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