

AIR INDIA LAUNCHES 96-HOUR BLACK FRIDAY SALE TO OFFER UP TO 20% OFF FARES ON AIR INDIA WEBSITE AND MOBILE APP

- Sale fares exclusively available on Air India’s website and mobile app
- No convenience fee on Air India website and app during sale period
- Additional savings on payment methods

GURUGRAM, 29 November 2024: Air India today launched a limited-period, Black Friday Sale, to offer up to 20% off base fares for flights within India, and up to 12% off base fares for flights to or from destinations in the United States, Europe (including the United Kingdom), Australia, Southeast Asia, and South Asia. The sale is exclusively available on Air India’s official [website](#) and iOS & Android mobile apps.

Bookings under the sale are open from 0001 hours IST of 29 November 2024 to 2359 hours IST of 02 December 2024, for travel until 30 June 2025 (except for flights between India and Australia & North America that are available for travel until 30 October 2025).

No convenience fees on website and app bookings

During the sale period, Air India will not charge any convenience fee on bookings for domestic or international flights operated by Air India made on Air India’s website and mobile app, thus helping travellers to save an additional INR 399 on domestic flight bookings and up to INR 999 on international flights.

Additional savings with payment offers

Air India has also enabled additional discounts with multiple payment offers for travellers to choose from, helping them to unlock further savings.

Payment Mode	Discount	Promo Code
UPI	INR 400 on domestic flights (per passenger); INR 1200 on international flights (per passenger)	UPIPROMO
Internet Banking	INR 400 on domestic flights (per passenger); INR 1200 on international flights (per passenger)	NBPROMO
ICICI Bank Credit Cards	INR 750 on round-trip domestic flights	ICICI750
	INR 2500 on international flights	ICICI2500
	INR 3000 on Business Class bookings	ICICI3000



Air India's website and mobile app also accept other modes of payment without the additional discount, including all major debit or credit cards issued by banks in or outside of India, RuPay cards, and payment wallets.

Potential savings for students and senior citizens

With Air India's existing concessions for students and senior citizens clubbed with the new payment offers and zero convenience fee, students can save up to 25% and senior citizens up to 50% on base fares.

Sale bookings open on Air India direct channels

Bookings under the sale are open on Air India's website and mobile app. The seats available on sale are limited and are available on a first-come, first-served basis (blackout dates apply). The fares may marginally vary in different cities due to applicable rates of exchange and taxes.

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 placed the then largest-ever order for 470 new aircraft in 2023. 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.

PRESS CONTACTS:

AIR INDIA	ADFACTORS PR
Ronit Baugh ronit.baugh@airindia.com	Ranjini Majumdar airindia@adfactorspr.com

