

## AIR INDIA TO SHOWCASE PREMIUM OFFERINGS AND VIRTUAL REALITY EXPERIENCE AT OUTBOUND TRAVEL MART 2025

- Air India's booth will feature Business Class and Premium Economy seats of its A320 aircraft
- Visitors can get a glimpse of Air India's brand new A350 product at the Virtual Reality (VR) zone

**MUMBAI, 29 January 2025:** Air India, India's leading global airline, is set to showcase its premium cabin product and in-flight offerings at the upcoming Outbound Travel Mart (OTM) 2025, Asia's premier and most influential travel trade show, scheduled to take place from 30 January to 1 February 2025 at the Jio World Convention Centre, BKC, Mumbai.

Taking inspiration from Air India's signature design philosophy, the exhibition booth has been conceptualised with 'The Vista' as an integral part of its structure, blending aesthetics with immersive digital experiences.

The pavilion will showcase various aspects of Air India's transformation journey, captivating audiences with a live demonstration of Business Class and Premium Economy seats that are today available on Air India's newly retrofitted A320 family aircraft. These aircraft come with subtle cabin mood lighting, spacious legroom and wider pitch, and modern features, like portable electronic device (PED) holders and USB ports to charge mobile phones, laptops and other gadgets, among others.

Visitors will be able to experience the seats in real-time while also getting a glimpse of Air India's brand new A350 product at the Virtual Reality (VR) experience zone. In addition, Air India will also display a selection of in-flight meals to showcase its refreshed menus and enhanced dining experience onboard.

*"OTM 2025 presents a significant platform for Air India to engage and deepen ties with more than 40,000 key trade visitors from across the globe while highlighting the milestones of our transformation journey. With the Air India pavilion featuring unique activations and immersive experiences, including our Business Class and Premium Economy seats, we are set to demonstrate our commitment to delivering world-class product and services to our customers,"* said **Nipun Aggarwal, Chief Commercial Officer, Air India.**

At the VR experience zone, visitors will embark on a virtual journey of the state-of-the-art A350 aircraft that have recently been deployed between Delhi and London Heathrow, New York (JFK), and Newark.

Air India's A350 aircraft feature 28 private suites in Business class with full-flat beds in a 1-2-1 configuration, and 264 spacious Economy seats arranged in a 3-3-3 configuration. Each suite in Business provides direct aisle access, sliding privacy doors, and a personal wardrobe. All seats across cabins on the A350 come with the latest-generation Panasonic eX3 in-flight entertainment (IFE) system and HD screens that offer more than 3,800 hours of entertainment content from around the world. The A350 flights also feature the airline's new signature soft product and award-winning guest enhancements, including new chinaware, tableware and glassware, plush bedding, and bespoke amenity kits.

The booth will also give visitors a chance to sign up for Maharaja Club, Air India's all-new frequent flyer program that offers a host of privileges and exclusive benefits. In addition, visitors will have the opportunity to win multiple prizes, including curated gift hampers or a complimentary economy class ticket, through a raffle that will be conducted at the booth.

### 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.

For more stories on Air India, visit <http://www.airindia.com/newsroom>

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