

Air India Takes Learning to New Heights with Gurukul.AI Launch

Hub offers a comprehensive suite of over 70,000 most advanced learning tools

Gurugram, 31st May 2023: To enrich the learning experience of its employees, Air India, India's leading airline and a Star Alliance member, has launched an innovative learning hub—Gurukul.AI. Gurukul.AI has been created in sync with Vihaan.AI, the airline's five-year transformation programme, and will transform Air India into an organization that evolves through continuous learning.

In sync with the emerging needs of today's technologically driven and fast-paced professional landscape, Gurukul.AI is designed to create personalized upskilling paths for every employee through an assessment of their job roles, current competencies, and proficiencies. The platform integrates competency frameworks mapped to various roles within the organization and ensures accessibility to relevant modules.

Dr Suresh Tripathi, Chief Human Resources Officer, Air India, said, *"The introduction of Gurukul.AI exemplifies Air India's dedication to cultivating a futuristic-learning experience, attuned to the unique needs of every single employee. In a rapidly changing world, the speed of upskilling and the availability of world-class learning content through digital innovations is imperative. Through this business-driven strategy, we are resolute in transforming Air India into an authentic learning organization."*

By emphasizing relevant skills in the current world and augmenting them with extensive organizational experience and sharper capabilities, Gurukul.AI is set to create a powerful impact that drives success and effectiveness.

World-class capabilities: The primary focus of Gurukul.AI is to cultivate state-of-the-art, world-class capabilities within Air India, enhancing employee productivity and skill sets to exemplify global standards.

Bringing learning to the fingertips: With this learning hub, Air India has made a wealth of knowledge readily accessible to its employees. The platform is created to motivate employees to continuously enhance their skills, cultivating a culture of "Own your Growth" through self-paced upskilling options.

Cutting-edge technologies for tailored needs: By leveraging advanced technologies such as artificial intelligence, Gurukul.AI offers a holistic system that evaluates skills and provides hyper-personalized recommendations based on an individual's unique learning trajectory. Further, emerging technologies within the portal allow employees to view their progress via automated analytics and assist them in performance management.

Diverse tools: The hub offers a comprehensive suite of over 70,000 most advanced learning tools including just-in-time learning modules, micro-learnings, accessible mobile learning resources, and engaging video-based modules, among others, ensuring employees have an array of options to suit their preferences.

Interactive elements to engage learners: The inclusion of features such as a leader board integrated on the platform encourages active engagement platform vis-a-vis team learning. In addition, a learning wallet along with opportunities to earn rewards provides a compelling incentive for employees to strengthen their knowledge and skills.

Gamification: Through engaging game-like elements, and hyper-personalization with the system talking to the individuals, employees are motivated to progress, complete milestones, and unlock achievements, creating a sense of accomplishment.

Air India will launch Gurukul.AI in phases, concurrently integrating emerging technologies and customizing the system to cater to different departmental requirements such as Inflight Services, Ground Services, and Engineering, among others. In the upcoming phases, the platform will also offer advanced, AI-driven solutions for pilot training management.

With Gurukul.AI, Air India is seeking to ensure an enhanced personalized learning experience for all its employees, transitioning to a highly skilled approach in its quest to create global capabilities. Air India will launch Gurukul.AI in phases, concurrently integrating emerging technologies and customizing the system to cater to different departmental requirements such as Inflight Services, Ground Services, Engineering, etc.

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 built an extensive domestic network and also connects with non-stop flights to cities around the world, across USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of Vihaan.AI, with an ambition to become a world-class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics. These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others.

Member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

It has committed over USD 400MM to completely refit the interiors of all wide-body aircraft and has also planned an investment of over USD 200MM in digital and technology. In January 2023, as part of its transformation efforts, Air India placed the industry's largest ever order of 470 aircraft across Boeing and Airbus and these will start joining its fleet from later this year. With its enhanced fleet, network and improved on-time performance, the airline is revamping its customer proposition.

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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