

2024 : A Year of Consolidation

Highlights of the year



Building a modern fleet

Started long-haul international operations of brand-new Airbus A350 aircraft from Delhi to London, and New York

Unveiled three-class configuration on newly inducted A320neo narrowbody aircraft, offering a new business, an all-new Premium Economy and a new Economy cabin experience on domestic, short-haul international routes

Commenced USD 400 million retrofit program for phased revamp of 67 legacy aircraft, starting with 27 narrowbody Airbus A320neo aircraft

Placed order for 100 more Airbus aircraft, comprising 10 widebody A350 and 90 narrowbody A320 family aircraft, including A321neo, taking total order to 570

Optimised deployment of Air India's best narrowbody and widebody products on high-density and high-demand routes, both domestic and international



Enhancing customer experience

Launched the new Air India experience with new chinaware, tableware, glassware, bedding and new amenity kits for Business and Premium Economy on the A350, and progressively being rolled out on the rest of the fleet

Refreshed loyalty programme launched, moving from distance-based to spend-based accrual, rebranded to Maharaja Club

Achieved customer NPS of over 70 on new A350s, 100 pts higher than legacy widebodies

Developing an ecosystem

Commenced construction of a 12-bay MRO facility in Bengaluru, in-housing of line maintenance operations across Group airlines to become self-reliant

Set up 600,000 sq ft integrated aviation training academy, the largest in South Asia, in Gurugram; Announced new flying school at Amravati and maintenance training school at Bengaluru

Entered into agreement with Bangalore International Airport Limited (BIAL) to develop Bengaluru as a premier aviation hub for southern India



Two mergers in a span of 6 weeks



Fastest merger of two major airlines globally



Harmonisation of processes and operational manuals



Alignment of over 140 IT systems



Transfer of aircraft & AOCs



Induction of more than 6,000 staff from Vistara



Consolidation of over 4,000 vendor contracts



270,000 Vistara bookings transferred to Air India



4.5 Million Club Vistara profiles migrated to Maharaja Club

Consolidated Air India group

300
Aircraft

30,000
Employees

8,300
Weekly flights

300+
Routes

103

International and domestic destinations

60 million

Customers flown in a year

10 million

Maharaja Club loyalty members

Results

55%

Market share on metro-metro routes

40%

Market share on top 120 routes

29%

Domestic market share

40

Pts increase in overall NPS