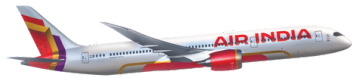




AIR INDIA

# FACT SHEET

2023



## About Air India

Air India is the leading airline of India. Based in New Delhi, and founded over 90 years ago in 1932 by JRD Tata. The airline has the largest international network connecting India with destinations across Europe and the world.

It has been a member of the Star Alliance (the world's biggest airline alliance) since 2014. Following its welcome return to the Tata Group in 2022, Air India is now being transformed into a modern, premium and digitally-led global airline with an Indian heart.

Air India's major five-year Vihaan.AI, transformation programme will ensure it becomes a world class global airline with an Indian heart. The first phase focused on fixing the basics, including reintroducing grounded aircraft back to the fleet, welcoming new talented colleagues, upgrading IT and technology and strengthening of customer care initiatives.



## Route Network

Air India's global hub is located at Indira Gandhi International Airport, New Delhi and it flies to 43 destinations within India and 38 internationally across Europe, the US, Africa the Gulf Asia, boasting 55 non-stop international routes. The airline also serves 27 countries, and operates nearly 3,000 flights each week (2,047 domestic Indian flights and 846 international services).

Air India is continuing its global expansion, adding new routes to Gatwick, Amsterdam and resuming flights to Copenhagen. It also plans to serve Delhi to Dhaka, and Mumbai to Paris and Frankfurt.

The full route network can be viewed here:  
[airindia.com/in/en/destinations.html](http://airindia.com/in/en/destinations.html)

## USPs

Air India is the market leader in connecting the world to India, has the most non-stop routes from India to global destinations and prides itself on more than 90 years of innovation.

Air India will remain authentically Indian and showcase the country's modern and vibrant cultural offering to Indian and international customers

The carrier benefits from strong backing by the government, with essential funding always in place for fleet enhancements, competent repairs, and maintenance procedures

Air India has a strong presence in 20+ countries, and holds the title of largest Air carrier in traffic volume and company assets.





## Aircraft /Growth

- Air India operates a fleet of Airbus and Boeing aircraft that serve over 80 domestic and international destinations. These include the Airbus A319, A320, A320neo, A321neo, Boeing 737NG, 787-8, 777-200LR and 777-300ER
- Air India is committed to transforming and modernising its fleet and in a historic move has ordered 470 new short-haul and long-haul aircraft from Airbus and Boeing at a cost of US\$70 billion
- The first of the new fleet, a state-of-the-art Airbus A350, will enter service later in 2023, with most expected to arrive from mid-2025 onwards
- With the new orders, Air India will acquire 40 Airbus A350s, 20 Boeing 787s and 10 Boeing 777-9s widebody aircraft, as well as 210 Airbus A320/321neo and 190 Boeing 737MAX narrowbody aircraft
- \$200 million investment in digital transformation and \$400 million in refitting current widebody fleet starting next year
- Air India has also unveiled proposals to invest over US\$180 million to build South Asia's largest aviation training centre by mid-2024, which will train over 50,000 staff over the next decade
- Air India has hired more than 5,000 employees, including over 3,200 Cabin Crew and 500 Flight Crew as it adds new aircraft and rapidly expands its domestic and international operations.



## Brand Transformation

- Air India has unveiled a modern new brand identity and new aircraft livery which captures the essence of a bold new India, marking a milestone in its Vihaan.AI transformation of the national institution into a national inspiration
- The new look reimagines the iconic Indian window shape, historically used by Air India, into a gold window frame that becomes central to the new brand design system - symbolising a 'Window of Possibilities'
- Air India's new logo symbol - 'The Vista' - is inspired by the peak of the gold window frame, signifying limitless possibilities, progressiveness, and the airline's bold, confident outlook for the future
- The brand-new aircraft livery and design features a palette of deep red, aubergine, and gold highlights, as well as a chakra-inspired pattern. It also boasts a striking new custom-made 'Air India Sans' font, marrying confidence with warmth to position Air India as premium, inclusive, and accessible
- Designed in partnership with the brand transformation company, FutureBrand, the iconic new brand identity combines Air India's glorious past with its drive to aim for excellence and innovate for the future, creating a standout brand design for a premium global airline with an Indian heart
- Consulting with multiple stakeholders, Air India and FutureBrand worked closely together in designing a brand that pays respect to Air India's rich history and the nation's vibrant culture, while also representing a New India that looks confidently to the future.



## Further Details

### Key Stakeholders

- Natarajan Chandrasekaran – Chairman
- Campbell Wilson – CEO & MD
- Nipun Aggarwal – Chief Commercial & Transformation Officer

### Social Media Handles

- Instagram: @airindia Twitter/X: @airindia
- Facebook: @AirIndia LinkedIn: @AirIndiaLimited

### Recent News

You can view the latest Air India news here: [airindia.com/in/en/press.html](https://airindia.com/in/en/press.html)