**AIR INDIA APPOINTS ASIAN AVIATION AS   
GENERAL SALES AGENT IN GREECE**

**Gurugram (INDIA), 17 October 2023:** Air India, India's leading global airline, has appointed Asian Aviation as its General Sales Agent (GSA) in Greece.

Asian Aviation, a leading aviation services provider, will provide a full range of sales and ticketing services to help widen Air India’s presence in Greece, while supporting the airline’s continuing growth and expansion in Europe.

The partnership will help travellers in Greece to enjoy more convenient access to Air India's international network via key transit points in Europe and the Middle East, facilitating smooth connections between flights operated by Air India’s partner airlines and Air India’s non-stop flights to India and beyond.

Air India currently operates non-stop flights from nine points in seven countries in Europe, namely Amsterdam, Birmingham, Copenhagen, Frankfurt, London Gatwick, London Heathrow, Milan, Paris, and Vienna to major Indian cities, Delhi and Mumbai. Air India’s robust and growing route network enables travellers from Europe to take convenient, onward connections from Delhi and Mumbai to cities across India as well as to Nepal, Thailand, Singapore, Hong Kong, Japan, and Australia.

Asian Aviation carries extensive knowledge and rich experience in the Greek aviation landscape as the GSA of some of the world’s leading airlines.

**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 with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far East, Southeast 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.

A 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.

**PRESS CONTACTS:**

|  |  |
| --- | --- |
| **INDIA** | **REST OF THE WORLD** |
| **Sameek Bhattacharya**  [sameek.bhatacharya@airindia.com](mailto:sameek.bhatacharya@airindia.com)  **Apoorva/Garima/Stuti**  [airindia@adfactorspr.com](mailto:airindia@adfactorspr.com) | **Ronit Baugh**  [ronit.baugh@airindia.com](mailto:ronit.baugh@airindia.com)  ***For the media in Greece***  **Sophia Halkidou**  [sophia.halkidou@wellenwide.com](mailto:sophia.halkidou@wellenwide.com) |