

## Air India unveils refreshed website featuring in-house design and a significant technology upgrade

- Air India unveils a refreshed website powered by a significantly upgraded technology stack and a new look-and-feel created by the airline's in-house design team.
- New website is expected to improve customer experience across online services, including travel inspiration, flight search, flight bookings, payments, bookings management, loyalty, customer support and digital marketing.

**New Delhi, 10 May 2023:** Air India, India's leading airline and a Star Alliance member, today announced a major technology upgrade and design refresh to its website [www.airindia.com](http://www.airindia.com), with the objective of providing its domestic and global customers with an easy-to-use, informative digital channel. The significant experience redesign of the website was planned and executed by Air India's in-house design and content teams based in Kochi and Gurugram in India and Silicon Valley in the USA. The experience management, digital marketing, analytics and personalization technology upgrades rolled out on the airline's website are expected to contribute to a significant improvement in customer experience. This will also lead to an increase in the aggregate value and share of direct-channel revenues for the airline, while contributing to the airline's efforts to provide customers with efficient pre and post-flight support.

Air India's Vihaan.AI transformation program envisions a rapid increase in the airline's customer base driven by improvements in operational efficiencies across the board and a significant fleet expansion made possible by the airline's historic order of 470 new aircraft. The airline's website is a key component of serving this burgeoning customer base effectively and thereby increasing its direct-channel revenues. The technology re-platforming of the website will enable the rapid rollout of new customer-friendly features which was not possible with the two-decades old technologies used earlier. It is also expected to lead to user perceptible improvements in the performance of the website in areas ranging from time-to-load to perceived response time while making the website accessible to users with vision or hearing disabilities. Since nearly two-thirds of the airline's website traffic comes from mobile devices, the website is designed to be mobile-friendly, accessible, and as intuitive on the smaller screens of mobiles as it is on a computer. The company has applied its 'cloud-only' principle to its website, with no on-premise components in the system's architecture.

*"In our mission to digitally delight our customers at every touchpoint, our website plays a central starring role. It is an important medium using which we share our products with customers, help them get inspired by the destinations we serve, book their journeys with ease, and provide outstanding pre-flight and post-flight service. In our quest for the best technological solutions for building our website and the associated suite of digital marketing tools, we have deployed a set of comprehensive and well-integrated set of solutions from the world's best technology companies that we believe will bring to life the beautiful designs of our in-house designers and provide a pleasing and easy-to-use digital channel for our valued customers,"* said **Air India's Chief Digital and Technology Officer, Dr. Satya Ramaswamy**. *"This website upgrade we have launched now is just the first in a series of design, content and feature improvements we have planned for the coming months that will culminate in what we believe will be a clear global leadership position for Air India's digital direct channels,"* he added.

Coinciding with the launch of the new website is the change of Air India's URL to [www.airindia.com](http://www.airindia.com). This change from the earlier '.in' domain URL is consistent with the ambition of the airline to transform into a truly global airline based in India that attracts travellers from countries and cultures



around the world. Along with the technology and design upgrade of its website, Air India has also implemented a minor design refresh of its mobile app. The company is working on a major upgrade to its mobile app that is expected to go live towards the end of the year.

#### **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 an extensive domestic network and has spread its wings beyond to become a major international airline with a network across USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. Air India is a member of Star Alliance, the largest global airline consortium. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022. The present management at Air India is driving the five-year transformation roadmap under the aegis of Vihaan.AI to establish itself as a world-class global airline with an Indian heart.

**Vihaan.AI** is Air India's transformational roadmap over five years with clear milestones. It focuses on dramatically growing both its network and fleet, developing a completely revamped customer proposition, improving reliability and on-time performance. As part of Vihaan.AI, in January 2023 the airline has placed the industry's largest-ever order for new aircraft, at 470, and has committed more than USD400m to completely refit the interiors of all widebody aircraft with new seats and entertainment systems.

#### **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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