

## **AIR INDIA APPOINTS RENOWNED HOSPITALITY DESIGN FIRM HBA TO ENHANCE CUSTOMER EXPERIENCE AT AIR INDIA LOUNGES**

**Gurugram, 04 December 2023:** Air India, India's leading global airline, has appointed Hirsch Bedner Associates (HBA), a world-renowned hospitality interior design firm, to refurbish Air India lounges at Terminal 3, Indira Gandhi International Airport, New Delhi and Terminal 4 of JFK Airport in New York. This marks a significant milestone in Air India's transformation plan to enhance customer experience at every step of the customer's journey.

Air India Lounges at Delhi and New York will emerge as signature lounges after the extensive refurbishment and rebuild which is planned to commence shortly, extending a world-class lounge experience to over four lakhs premium guests flying with Air India.

The lounges will be designed to reflect the rich cultural heritage of India with world-class state-of-the-art amenities embodying the vibrant spirit of the new Air India – a global airline with an Indian heart. In sync with India's rich culinary traditions, the lounges will offer a diverse and delectable selection of Indian and international cuisine wrapped in class and comfort.

The partner, HBA, has been known for creating award-winning signature projects for leading global institutions like the Taj group, Marriott, InterContinental, Hilton as well as Singapore Airlines. The collaboration with HBA will allow Air India to redefine new standards in comfort and aesthetics of its lounges and offer the best-in-class lounge experience for its guests.

*"We are committed to offer the highest standards of service to our guests as part of our transformation journey, and the association with HBA will help us extend a warm and welcoming lounge experience that embodies the essence of Air India's commitment to excellence. In the last one year, we have taken several initiatives to enhance customer experience, including digital channels, airport, inflight services, and contact centre. The redesigned lounges will further strengthen our customer proposition,"* said **Rajesh Dogra, Chief Customer Experience Officer, Air India.**

"We are honoured to partner with Air India and are dedicated to delivering an exceptional hospitality design experience. Our primary focus is to create a meaningful environment for Air India passengers allowing them to experience the airline's inspirational brand and lounges in a fresh and innovative way," said **Ian Carr, Co-CEO, HBA,**

Starting with the two lounges, Air India is parallelly working to expand its lounge network to other major airports in India and abroad, intending towards offering similar enhanced lounge experience for its first-class, business-class, eligible FFP and Star Alliance members.

#### **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, 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.

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
<b>Sameek Bhattacharya</b> <a href="mailto:sameek.bhattacharya@airindia.com">sameek.bhattacharya@airindia.com</a>  <b>Ranjini Majumdar/ Bhavna Saini</b> <a href="mailto:airindia@adfactorspr.com">airindia@adfactorspr.com</a>	<b>Ronit Baugh</b> <a href="mailto:ronit.baugh@airindia.com">ronit.baugh@airindia.com</a>

