

AIR INDIA INTRODUCES AN ALL-NEW INFLIGHT ENTERTAINMENT EXPERIENCE ON LONG-HAUL FLIGHTS

GURUGRAM, 19 January 2024: Air India, India's leading global airline, today unveiled a colossal library of content for its new, best-in-class inflight entertainment (IFE) system that will offer an immersive entertainment experience to travellers on its long-haul flights.

The full suite of the new IFE content features over 2,200 hours of entertainment content across formats and genres, including 1000 hours of movies, 600 hours of TV, and 600 hours of audio, for today's discerning travellers. The new IFE experience will be available on Air India's A350, newly inducted B777-200LR, and on incoming new widebody aircraft.

Air India's legacy widebody fleet, which is scheduled to undergo complete refurbishment of all interiors starting second half of 2024 in a US\$400 million retrofit programme, will subsequently feature the new IFE system and expanded content offering.

Campbell Wilson, Chief Executive Officer & Managing Director, Air India, said: "As Air India takes flight into a new era with the arrival of our A350 aircraft, so does our guests' entertainment experience. This complete overhaul in our inflight entertainment offering mirrors the dynamic transformation underway at Air India. We're redefining what it means to fly with us, and this world-class IFE system and carefully curated content are a cornerstone of that commitment."

From Bollywood blockbusters to Hollywood premieres, global music icons to captivating documentaries and the new Air India Radio, the world's best content will now be at the fingertips of Air India guests.

The largest library of Indian content in the skies: From timeless classics like *Sholay* and *Dilwale Dulhania Le Jayenge* to contemporary Indian cinema like *Kantara* and *Drishyam 2*, Air India guests will be able to choose from over **250 Indian movies spanning decades and genres**. The new content catalogue offers a rich spectrum of **regional cinema with 76 Indian regional movies in eight languages**, in addition to a host of popular and **engaging web series and digital content**.

Hollywood blockbusters: The Hollywood collection will cater to all tastes, offering close to **200 Hollywood movies**, including BAFTA and Oscars-winning titles, along with latest nominees such as *Barbie* and *Mission Impossible: Dead Reckoning Part One*. Guests will also be able to binge-watch entire franchises like *Harry Potter*, *Spider Man*, and *Despicable Me*.

International favourites: Air India's **global cinematic repertoire spans 14 languages**, including French, Spanish, German, Italian, Japanese, Korean, Arabic, Danish, Icelandic, and Dutch, among others, featuring critically acclaimed films from around the world.

TV and digital content: Air India's in-flight library boasts a staggering **900+ episodes of Western, Indian and International TV shows** and digital content, spanning an array of genres

and categories. Guests will be able to enjoy **content from 'behind-the-wall'** as Air India's new IFE will feature a selection from the biggest streaming and OTT platforms, including Paramount, HBO, Prime, Sony Liv, Hulu, etc. There are over 40 full series for the ultimate onboard binge, including titles such as the award-winning *Succession*, *The Last of Us*, *Yellowstone*, *Reacher*, and great British dramas such as *Sherlock*, *The Night Manager*, and *Dr. Who*.

Introducing Air India Radio: The exclusively programmed Air India Radio takes you on a delightful auditory journey with **insightful podcasts**, including *Cup O'tales* (an Air India special edition series on the history of cricket World Cups), **a music collection of 800 choices from every genre, and over 60 curated playlists**. The music collection features all-time classic albums from Pop, Rock, Dance, Jazz, Classical, Bollywood, Ghazals, Hindustani & Carnatic Classical, Indipop, Indian Regional, and more.

Kids Zone: Young flyers will enjoy an extensive selection of over 55 hours of curated audio and video content, divided into three dedicated sections: **Pre-School, Kids, and Teens**. Featuring in these sections are favourites such as *CoComelon*, *Blippi*, *Oddbods*, *Baby Shark*, *Mickey Mouse*, *Karadi Tales*, and the complete *Pretty Little Liars* series.

3D moving map experience: Air India will debut Arc™, a new, immersive inflight map experience from Panasonic Avionics Corporation, aboard its A350 fleet. Arc's Explore mode is a fully interactive experience built from the ground up that lets passengers explore the world's geography, read curated city guides, and zoom in to street map views of select cities. Arc provides real time flight data and world clock time zones, among other features.

Full HD experience on touchscreens: The state-of-the-art viewing experience aboard Air India's A350 aircraft offers a flexible and modular architecture, elegant design, and cabin-wide full-HD 1080p monitors. Business class guests will enjoy a large 21-inch HD touchscreen, while Premium Economy and Economy guests will enjoy 13.3-inch and 12-inch HD touchscreens, respectively. The IFE features capacitive touchscreens and handsets, USB and AC power, and personalised user interfaces.

New headsets in all cabins: Aboard the A350, Air India's Business and Premium Economy guests will be provided lightweight and comfortable-to-wear active noise cancelling headsets with superior sound quality for an immersive entertainment experience during flight. Guests in Economy will be provided reusable earphones that come in vibrant red body, aubergine silicone tips, packaged in eco-friendly pouches.

As Air India embarks on a journey with its Airbus A350 aircraft, the Panasonic eX3 IFE, and a stellar content catalogue, it continues to spearhead the renaissance of Indian aviation, offering a perfect blend of world-class product, warm Indian hospitality, and high standards of service.

Air India has begun the rollout of its new global brand identity across guest touchpoints, including new consumer-facing website and mobile app, and a new collection of uniforms for cabin and cockpit crew designed by Indian celebrity couturier, Manish Malhotra. In December, Air India took delivery of its first of 20 Airbus A350-900 aircraft, with five more scheduled for deliveries through March 2024.

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.

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