



AIR INDIA CHARTERS LTD.  
ANCILLARY REVENUE THROUGH THIRD PARTY ADVERTISEMENTS

**Air India Express: Simply PriceLess**

Air India Express, India’s first international budget airline started operations on April 29, 2005, with three flights, taking off simultaneously from Thiruvananthapuram, Kochi and Kozhikode. Currently, Air India Express has 475 weekly departures. The schedule reliability of the service stands at an impressive 99.8 percent. Air India Express flew 2.6 million passengers in 2014-15; this figure increased to 2.8 million passengers in 2015-16.

The airline has a fleet size of 20 Boeing 737-800NG aircraft, with a seating capacity of 189 passengers.

The target segment of Air India Express is the Indian expatriate, as well as the budget/leisure traveller. Staying true to its slogan, ‘Simply PriceLess’, the airline aims at providing non-stop, no frills and cost-effective service to its customers.

**Features that make Air India Express unique:**

- Air India Express has seven operational bases in the country, as well as, one in Dubai, to meet the mission of providing convenient, point-to-point connectivity;
- Focuses on operations from Tier II cities in India, to the Gulf and South East Asia;
- Air India Express is the only airline operating on the LCC model, to offer free meals to passengers, as well as complimentary tea/coffee on board;
- The airline’s year-round average, network-wide passenger load factor of 82.3 percent also bears adequate testimony to the fact that Air India Express is a preferred airline among its target clients.

<b>Air India Express Network</b>	
<b>Indian Online Stations</b>	<b>Foreign Online Stations</b>
Kochi	Dubai
Kozhikode	Sharjah
Thiruvananthapuram	Abu Dhabi
Mangalore	Al Ain
Tiruchirappalli	Muscat
Chennai	Salalah



Pune	Doha
Mumbai	Bahrain
Lucknow	Kuwait
Jaipur	Dammam
Amritsar	Singapore
Varanasi	Kuala Lumpur
New Delhi	Ras- Al-Hamah

**Ancillary Revenue through Advertisements:**

The management has decided to explore the feasibility to generate ancillary revenue by giving rights for third party advertisements on following platforms.

Group A (Non- certified medium)

1. Boarding Pass
2. Hand baggage tag
3. Disposable seat head rest
4. Meal box
5. Water Cup
6. Product Sampling

Group B ( Digital Medium)

1. Air India Express Web site
2. HTML Newsletter of Air India Express.

Group C ( Certified Medium)

1. Cabin bulkheads
2. Side wall liners
3. Seat back device.
4. Meal tray inside that faces the pax on opening.

Group D

1. Audio/ Video Advertisements on IFE platform

In order to take this forward, Expression of Interest (EOI) is invited from reputed Advertising Agencies involved in similar business. Agencies are requested to respond to EOI in the format annexed to this. The last date for responding to the EOI is on 16.08.2016.

Based on the response to EOI, AICL may conduct a Consultative Meeting, date and venue of the same will be intimated in due course. (Agencies have to attend the meeting at their own cost.)

Thereafter, Air India Charters Limited may decide to appoint the agency for the above works through two bid tender system.

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