

AIR INDIA MAKES FLYING MORE FUN FOR KIDS WITH THE LAUNCH OF 'CLOUD CHASERS'

- *Unveils a dedicated global kids' programme featuring playful kits onboard, a personalised First Flight Certificate, and curated inflight entertainment & games*
- *Introduces a playful avatar of the iconic Maharaja as a trusted companion for young flyers*

GURUGRAM, May 11, 2026 – Air India, India's leading global airline, announced the launch of **Cloud Chasers**, a comprehensive new programme designed to enhance the travel experience for families and young explorers. Cloud Chasers serves as a holistic offering for all of Air India's child-centric products and services. At its core, Cloud Chasers celebrates the joy of discovery and the spirit of childhood curiosity. It's an invitation to our young flyers to explore the world with imagination. The launch comes at a time when family travel as a trend is on a steady rise, with the segment growing by 13% between 2024 and 2025, strengthening the need for thoughtfully designed experiences for children and their parents alike.

The Cloud Chasers universe also introduces a playful new avatar of the Maharaja who moves beyond his traditional role, and appears as a young, adventurous and imaginative companion for children, guiding them through their journey of discovery. This reimagined Maharaja will be woven beautifully into the Cloud Chasers brand universe, appearing in various personas across touchpoints such as the onboard engagement kits and the First Flight Certificates.

To enhance the inflight experience for families travelling with children, Air India has curated the below elements:

- **Playful Kits Onboard:** Children aged 3–9 years on marquee long-haul and ultra-long-haul flights (over 8 hours) will receive a vibrant, newly designed activity kit featuring exciting puzzles, games, drawing sections and discovery prompts. The kits are designed in Cloud Chasers branding with the Maharaja in his playful avatar.
- **Personalised First Flight Certificates:** To celebrate milestones and commemorate first journeys, Air India has refreshed the design of its popular First Flight Certificate. Signed by the captain and crew, these certificates now feature a whimsical new design for children, creating a lasting memento of their first time in the skies. Parents can request one to mark their child's first flying experience.
- **Curated inflight entertainment & games:** The 'Kids Zone' on the Vista inflight entertainment system offers over 130 hours of content. This is complemented by Vista Stream which can be connected using personal electronic devices and provides over 35 hours of child-friendly content. In collaboration with global partners such as Moonbug, Red Bull TV, and many more, progressively being made available, a series of animated and educational content is available across a diverse age group of 3-13 years. Interactive features such as 'Kids Maps' and a suite of games including UNO, Angry Birds, Chess and Ludo Race makes the digital experience more immersive. The value proposition of entertainment extends beyond visual content, supported by special collaborations with Vobble, for informative and learning-based audio stories to minimise screen time for children.

Rajesh Dogra, Chief Customer Experience Officer, Air India said, *"With Cloud Chasers, we are reimagining what it means for families with kids to fly Air India. We have curated this programme with careful attention to what our young travellers truly need and designed thoughtful experiences that will make their journeys with us more joyful and fun. With this launch, we have also introduced our iconic Maharaja in a new, playful avatar. As the summer vacations set in, we are happy to give kids another reason to travel with us. This launch marks the first phase of a long-term vision, and travellers can expect more enhancements as we continue to elevate Air India's family travel experience."*



In order to make travel more seamless for parents, Cloud Chasers also integrates the below services:

- **Priority handling:** Priority boarding is offered to families with children across airports. Priority check-in assistance is offered for families travelling with children wherever operationally feasible
- **Onboard comfort:** Infant meals and bassinet seats can be availed on select domestic and international flights
- **Air India's signature hospitality:** Dedicated 24/7 support and the quintessential hospitality of Air India crew, trained to assist families with young flyers

About Air India group

The Air India group – comprising full-service global airline, Air India, and value carrier, Air India Express – is spearheading a new era of Indian aviation. The Air India story began in 1932 when JRD Tata piloted the airline's inaugural flight and opened the skies for aviation in India. Today, Air India group employs more than 30,000 people, operates over 300 aircraft and carries travellers to 60 domestic and 51 international destinations across five continents.

Returning to Tata Sons in 2022 following 70 years under Government ownership, Air India group is in the midst of a five-year transformation program, Vihaan.AI. As part of the transformation, Air India has placed orders for 600 new aircraft. In addition to taking new aircraft deliveries, Air India progressively retrofitting all its legacy aircraft.

The Air India group operates South Asia's largest aviation training academy in Gurugram, India. The construction of a new flying school and a greenfield maintenance base is in progress.

With transformation underway across all facets of the business and India's rich legacy of hospitality, Air India is committed to being a world class global airline with an Indian heart.

For more news on Air India, visit <http://www.airindia.com/newsroom>

PRESS CONTACTS

Air India

Sunami Paigankar

sunami.paigankar@airindia.com

Disha Sharma

disha.sharma@airindia.com

Air India Press Office

Anuj Bakshi/ Apoorva Bansal

airindia@adfactorspr.com