

AIR INDIA BRINGS FINE DINING EXPERIENCE TO BUSINESS CLASS ON LONG-HAUL INTERNATIONAL FLIGHTS

- *New restaurant-style fine dining experience on select international routes brings greater elegance and personalisation creating a multi-course culinary experience at 35,000 feet and further enhancing the Air India Business Class experience.*

GURUGRAM, 22 October 2026: Air India recently announced the introduction of an elevated multi-course fine dining service for guests in Business Class on the airline's long-haul and ultra long-haul routes.

Launched on flights between India and the United Kingdom (Heathrow, Gatwick, Birmingham), the enhanced service will be progressively expanded across Air India's Airbus A350, Boeing 787-9 and Boeing 777-300 aircraft, further enhancing the premium inflight dining experience on other international routes. This new service places Air India alongside leading international airlines that offer restaurant-style fine dining experiences in Business Class, further strengthening the airline's premium proposition and setting benchmarks in global service excellence.

A refined dining experience designed for longer journeys

Created specifically for international long-haul and ultra-long-haul flights, the new service introduces an elegant, multi-course dining format that allows Business Class customers to enjoy their meal at a more leisurely pace.

Moving away from a traditional tray presentation, the service introduces linen-clad tables, individually plated meal-courses and dedicated tableware for appetisers, mains and desserts, bringing greater structure and finesse to the meal service to create a restaurant-inspired experience in the skies.

The carefully choreographed dining ritual combines refined presentation, personalised service and greater flexibility, allowing customers to engage with the experience according to their individual preferences. Every detail is designed to showcase the cuisine while reflecting the artistry, care and warmth that define Air India's contemporary approach to premium hospitality.

Rajesh Dogra, Chief Customer Experience Officer, Air India, said: "At Air India, we are continually reimagining every aspect of the customer experience. The introduction of our fine dining-style, course-by-course meal service in Business Class is another step in our broader Air India transformation journey, creating a globally benchmarked premium travel experience while remaining rooted in the warmth and authenticity of Indian hospitality. This will further elevate the onboard hospitality experience through thoughtful design, refined presentation, and personalised service."

A new expression of Vista Verve through thoughtfully crafted tableware

Complementing the new premium inflight dining experience is an all-new collection of bespoke tableware, designed to elevate Air India's Vista Verve service while celebrating Indian design and craftsmanship. The refreshed collection includes dedicated plates for appetisers, main course, snacks, dessert and cheese, a signature glass, and a specially designed espresso cup, creating a more cohesive, distinctive and recognizably Air India dining experience from the first course to the last.

At the heart of the collection is the *Martaban*, a quintessential Indian jar reimagined for the skies. Inspired by the traditional jars found in Indian homes that preserve flavours, memories and family recipes across generations, the *Martaban*-shaped cruet set serves as a distinctive Air India signature

blending cultural nostalgia with contemporary elegance. It brings an authentic touch of Indian hospitality to the table, transforming every meal into a deeper connection with home.

The enhancement builds on Air India's broader investments in premium customer experience, including refreshed food and beverage menus, an award-winning wine selection, elevated tea offerings and service innovations designed to provide greater comfort and luxury during long-haul travel. These initiatives complement Air India's ongoing fleet transformation programme, which includes the induction of new Airbus A350 aircraft, new made-for-Air India Boeing 787-9 Dreamliner aircraft, and the retrofit of its legacy single-aisle and twin-aisle aircraft with new cabins and interiors. Together, these investments are creating a more consistent, contemporary and globally benchmarked Air India premium travel experience across every stage of the journey, while remaining rooted in the warmth and care of Indian hospitality.

At a glance: The enhanced business class dining experience

- Refined multi-course dining, with each course individually plated and thoughtfully presented
- Elegant linen-laid tables that bring a distinctive sense of occasion to dining, in the skies
- Attentive, personalised service designed to create a seamless and immersive culinary journey
- Introduction of *The Martaban* cruet sets, a signature Air India design that reimagines Indian heritage through a contemporary lens
- Bespoke tableware and glassware created to enhance presentation and express Air India's distinctive design identity
- Progressive rollout across Air India's international long-haul and ultra-long-haul network, commencing with flights between India and United Kingdom (Heathrow, Gatwick and Birmingham)

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 programme, 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 is 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.

PRESS CONTACTS

Air India

Sunami Paigankar

sunami.paigankar@airindia.com

Disha Sharma

disha.sharma@airindia.com

Air India Press Office

Anuj Bakshi/ Durishi Sood

airindia@adfactorspr.com