

AIR INDIA LAUNCHES INTEGRATED ONLINE DUTY-FREE EXPERIENCE IN PARTNERSHIP WITH ADANI AIRPORTS

- Air India customers travelling via Adani-operated airports can now browse, pre-order, and pay for duty-free merchandise online.
- Maharaja Club members earn 3 reward points per INR 100 spent on qualifying duty-free purchases.
- Introductory launch offers exclusive savings of up to 25% across beauty, confectionery, electronics, and luxury beverages.

GURUGRAM/MUMBAI, SEPTEMBER 28, 2026: Air India, India's leading global airline, and Adani Airport Holdings Limited (AAHL), the country's largest private airport operator, today announced the launch of an integrated online duty-free shopping platform for international travellers.

Seamlessly integrated into Air India's official website and mobile application, the new digital storefront lets passengers departing from or arriving at select Indian airports browse, pre-order, and securely pay for duty-free items before their journey. Customers can collect their packaged purchases at designated airport duty-free counters.

More Savings and Convenience

For passengers, the new platform offers **instant savings and convenience** with introductory discounts of up to 25% on standard retail shelf prices, with the added advantage of stacking bank offers and seasonal privileges.

Travellers can choose from a wide digital catalogue covering premium cosmetics and fragrances, luxury chocolates and confectionery, consumer electronics, and world-class spirits — ensuring they secure the best deals before even stepping into the airport.

Maharaja Club Points on duty free purchases

In addition to introductory discounts of up to 25%, the partnership embeds loyalty rewards into the retail flow: members of Air India's Maharaja Club loyalty program will automatically earn **3 Maharaja Points for every INR 100 spent** on eligible duty-free transactions.

Available for Travel to/from Select Airports

The digital service is available for passengers travelling to and from major airports with duty-free hubs at Ahmedabad, Jaipur, Lucknow, Mangaluru, Mumbai, Navi Mumbai and Thiruvananthapuram.

Eligibility extends to customers on codeshare itineraries, including flights operated by Air India Express, with planned rollouts across additional domestic and international gateways in subsequent phases.

The partnership brings together Air India's growing digital customer ecosystem and Adani Airports' retail expertise to reimagine duty-free shopping as an integrated part of the travel journey. From trip planning and pre-ordering to airport collection and loyalty rewards, the new offering delivers a seamless, end-to-end experience designed around the evolving needs of today's travellers.

About Adani Airport Holdings Limited (AAHL)

Adani Airport Holdings Limited (AAHL) is India's largest operator of Public Private Partnership airports dedicated to transforming the country's aviation landscape with innovative, sustainable, and customer-centric solutions. Adani Airports is a part of the Adani Group's flagship company, Adani Enterprises Ltd., that aims to extend the company's vision as a global integrated leader in infrastructure and transportation. AAHL operates eight airports including

Mumbai, Ahmedabad, Lucknow, Mangaluru, Jaipur, Guwahati, Thiruvananthapuram and the newly constructed Navi Mumbai airport.

AAHL strives to deliver world-class passenger experiences, enhance connectivity, and foster economic growth. Through its commitment to operational excellence, technological advancement, and stakeholder engagement, AAHL is shaping the future of air travel and contributing to India's global standing in the aviation sector.

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.

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>

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