

AIR INDIA AND MINISTRY OF TOURISM ENTER MoU TO JOINTLY PROMOTE INDIA AS A GLOBAL TOURISM DESTINATION

- First global airline to partner with the Ministry of Tourism
- Partnership to showcase India to the world through joint marketing, destination promotion, transit tourism initiatives, and enhanced traveller experiences

GURUGRAM, 27 July 2026: Air India, India's leading global airline, and the Ministry of Tourism (MoT), Government of India, have signed a Memorandum of Understanding (MoU) to jointly promote India as a premier global tourism destination and strengthening India's position as a key aviation and transit hub.

The MoU establishes a framework for coordinated initiatives across tourism marketing, destination storytelling, trade engagement, transit tourism, and visitor experience enhancement.

By leveraging Air India's expanding global network and the MoT's flagship ***Incredible India*** initiative, the collaboration aims to boost inbound tourism, strengthen India's global visibility, and encourage more international travellers to discover the country's diverse cultural, heritage, natural, and experiential offerings.

Nipun Aggarwal, Chief Commercial Officer, Air India, said: "As the airline that proudly carries India in its name, Air India has a unique responsibility to showcase the country to the world and serve as an ambassador for the "new India" that is confident, vibrant, warm, and welcoming. As Air India expands its global network that already spans five continents and welcomes more visitors to India, this partnership with the Ministry of Tourism will help us to meaningfully put the spotlight on a nation that truly is uniquely remarkable."

P. Balaji, Group Head – Governance, Risk, Compliance & Corporate Affairs, Air India, said: "This MoU reflects months of close collaboration between Air India and the Ministry of Tourism and a shared belief that aviation and tourism can be powerful partners in advancing India's global profile. The framework creates a meaningful platform that combines the Government's nation-branding strengths with Air India's growing global footprint. We are excited to work with the Ministry of Tourism to create new pathways for international travellers to discover the richness, diversity, and dynamism of India."

With Air India serving 40 international destinations across five continents and welcoming millions of visitors to India each year, the airline's new world-class aircraft, digital platforms, inflight experiences, and global commercial presence will become powerful channels for taking the ***Incredible India*** story to travellers around the world.

Air India's network today spans North America, UK & Europe, Australia, Africa, and Asia - regions that together are home to nearly 95% of the world's population. Beyond the destinations it serves directly, Air India's 25 codeshare partnerships and more than 120 interline partnerships with leading airlines around the world today connect India to over 1,000 destinations worldwide. This vast global footprint, combined with Air India's uniquely Indian identity, makes the airline a natural partner for showcasing India's heritage, culture, landscapes, and tourism experiences to audiences worldwide.

Driving inbound tourism and trade engagement

Under the agreement, Air India and the Ministry of Tourism will collaborate on co-branded global marketing campaigns and tourism promotion across digital, social media, inflight branding, and other consumer-facing platforms. The partnership will also explore opportunities to extend ***Incredible India*** branding across Air India's touchpoints.

Recognising the critical role of aviation in tourism growth, the two organisations will jointly engage with tour operators, travel trade partners, and industry stakeholders across key international markets.

The collaboration will include participation in tourism exhibitions, roadshows, familiarisation trips, and other market development activities designed to boost interest in India among international travellers.

Air India and the Ministry will also work with State Tourism Boards and other stakeholders to highlight destinations across the country and support tourism-led initiatives.

Strengthening India's position as a global transit hub and developing new offerings for travellers

As Air India continues to build its hubs at Delhi and Mumbai as into major international gateways, the MoU provides for collaboration on initiatives aimed at encouraging transit and stopover tourism in India, including the development of stopover programmes.

Additionally, both organisations will explore opportunities to align with Air India's Maharaja Club loyalty programme and develop customer incentives linked to tourism experiences across India.

The Ministry of Tourism will also facilitate engagement with relevant stakeholders to explore special offers and benefits for Air India customers, including access to cultural attractions, heritage sites, museums, and other visitor experiences.

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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