

AIR INDIA LAUNCHES POINTS FEST TO CELEBRATE 100 MAHARAJA CLUB PARTNERSHIPS

- Crossing 100+ Maharaja Club partnerships
- Maharaja Club Points Fest: Flat 50% Bonus Maharaja Points across spends with lifestyle partners and up to 50% on conversion of bank reward points

GURUGRAM, 05 May 2026: Maharaja Club, Air India's frequent flyer programme, has launched a Points Fest for its Maharaja Club members to celebrate adding 100+ brands to its partnership network between FY 2023 and FY 2026. The milestone marks a significant step forward in the programme's transformation into a modern, globally relevant lifestyle-led loyalty platform.

Expansion of loyalty partnership network

The Maharaja Club programme has focused on expanding its partner ecosystem, driving over **4.2 million member transactions across 100+ partners in FY26**, including international lifestyle and every day-use brands. These partnerships maximise avenues for Air India's frequent flyers or Maharaja Club members to earn Maharaja Points beyond their spends with the airline, thus accelerating their path to award flights and upgrades.

Over the past three years, Air India has recorded a **2x increase in member engagement** as well as a **2x increase in its partner activity rate among members**, reflecting higher transaction volumes and deeper customer participation across the network. This expanded network has strengthened the programme's scale, engagement, and utility across a broader set of member interactions.

Celebrating with Maharaja Club members

To celebrate the milestone, Air India announced a limited-time promotion – Points Fest designed to reward loyal members with opportunities to earn up to 50% bonus Maharaja Points. Until 31 May 2026, the campaign offers members two exciting ways to earn up to 200,000 bonus Maharaja Points per eligible partner. To participate, members need to register for the offer using their Maharaja Club ID and complete transactions or conversions via the designated partner pages.

- **Shop and Earn**

Members can enjoy a flat 50% bonus Maharaja Points on every transaction made with brands across categories such as the lifestyle, stays, experiences, travel services category, including brands like Adidas, Ajio, Apple, Atlys, FirstCry, Forest Essentials, H&M, Healthians, Levi's, Myntra, Nike, Puma, The Bicester Collection, UNIQLO, and many more.

- **Convert and Earn**

For those with accumulated reward points across other programmes, members can earn up to 50% bonus Maharaja Points when they convert reward points to Maharaja Points via eligible Points Conversion Partners including Axis Bank, HDFC Bank, HSBC global, ICICI Bank, Kotak Mahindra Bank, ICICI Bank, Flipkart SuperCoins, Audi India and many other points conversion partners. The bonus structure is tiered as follows:

POINTS CONVERTED	BONUS PERCENTAGE %
1 - 25,000 points	10% bonus
25,001- 50,000 points	20% bonus
50,001 - 75,000 points	30% bonus
75,001 - 100,000 points	40% bonus
Above 100,000 points	50% bonus

The Bonus Points earned during the Points Fest can significantly enhance members' ability to redeem rewards across Air India's expanding domestic and international network. With 2,00,000 Maharaja Points, members can, for example, redeem up to 5 one-way Economy Class tickets between Mumbai and London Heathrow or up to 20 round-trips on prime domestic routes such as Delhi-Mumbai.

Sunil Suresh, Head of Loyalty, E-Commerce and Marketing, Air India, said: “What we are building with Maharaja Club is not just a larger partner network but a fundamentally different loyalty proposition, one that is integrated into our customers’ everyday lives. As we scale this ecosystem globally, our focus is on making rewards more accessible, more flexible, and ultimately more valuable for our members. At Air India, we are proud to see that Maharaja Points are increasingly emerging as a trusted and versatile loyalty currency, driving consistent engagement across touchpoints.”

Other recent enhancements to Maharaja Club

On 1 April 2026, Air India [announced significant enhancements](#) to its Maharaja Club loyalty programme, delivering substantially greater value, flexibility, and recognition to members. These included reduced Maharaja Points requirement for Award Flights and Cabin Upgrades across at least 90% of routes served by Air India, a new simplified, tier-based structure for rescheduling and cancellation of Award Flights, reductions to the flight count thresholds to accelerate tier progression for members, and more.

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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