

AIR INDIA AND AIR INDIA EXPRESS TO SHOWCASE NEW EXPERIENCE TOGETHER AT ARABIAN TRAVEL MARKET, DUBAI 2025

- *The booth will feature a Virtual Reality experience of the A350 aircraft, highlight an extensive network map, and showcase unique brand elements such as Tales of India, Gourmair hot meals, the recently launched Inglish Dictionary, and more.*

26-April-2025, Dubai: Air India and Air India Express are set to participate in the Arabian Travel Market (ATM) 2025, to be held from 28 April to 1 May at the Dubai World Trade Centre (DWTC), UAE. Located at booth numbers AS7290 and AS7295 in the Asia pavillion of hall 8, the two airlines will present their complementary strengths in a modern, immersive space, designed to reflect the bold new era of the two airlines. The Arabian Travel Market has been a gateway to global travel and tourism growth, unlocking business potential for the industry for over three decades.

Spanning over 100 square metres, the combined booth of Air India and Air India Express at ATM 2025 offers a vibrant showcase of the evolving Tata group airlines, blending tradition with technology and storytelling with service. Designed with a digital-first approach, the pavilion features a captivating Virtual Reality (VR) zone where visitors can step inside Air India's cutting-edge A350 aircraft and explore its flagship product. Displays of the newly upgraded 787-9 Dreamliner and A321 cabins further reflect Air India's commitment to world-class comfort and innovation as part of its Vihaan.AI transformation journey.

Air India Express brings its distinct personality to life through interactive and visually rich touchpoints. Guests can immerse themselves in 'Tales of India'—a celebration of the country's rich cultural diversity told through the airline's vibrant tail art inspired by regional motifs. The recently launched 'Inglish Dictionary', a bold and joyful collection of desi expressions wrapped in Sohrai art, offers a playful peek into how India truly speaks. The 'Gourmair' section of the exhibition presents an engaging digital display that highlights the Air India Express' inflight culinary excellence, offering guests a visual taste of India's diverse and flavourful cuisine.

A prominent highlight of the pavilion is a comprehensive network map, illustrating the expansive reach of both airlines. Air India now connects 45 domestic and 43 international destinations, while Air India Express operates 38 domestic and 17 international destinations. Air India Express operates over 240 weekly flights from UAE to India. The combined pavilion is a must-visit for anyone looking to experience the vision, creativity, and synergy that define the new era of Air India and Air India Express.

The airlines will also make key announcements during the event including upcoming virtual interline partnerships aimed at enhancing connectivity across global markets. In addition, updates on the new General Sales Agent (GSA) and Representative Agency (RA) in key markets will be shared, further strengthening its presence and accessibility across the region.

The Air India and Air India Express team, including commercial and product specialists, will be present at the booth throughout the event to engage with trade partners and travellers.

About Air India group

The Air India group – comprising of full-service global airline Air India and low-cost regional 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 customers to 55 domestic and 48 international destinations across five continents.

Returning to the 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 an order for 570 new aircraft. In 2024, sister airlines Air Asia India and Vistara were successfully merged into Air India Express and Air India, respectively, and the Airline opened South Asia's largest aviation training academy. A new flying school is scheduled to open in 2025, and construction of a greenfield maintenance base, to be operational in 2026, is underway. In addition to receiving new aircraft, all existing aircraft are progressively undergoing a full interior refit.

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.

About Air India Express

Air India Express is a Tata Enterprise and a subsidiary of Air India, operating over 500 daily flights, connecting 38 domestic and 17 international airports, with a fleet of 110 aircraft, comprising 70 Boeing 737s and 40 Airbus A320s. Air India Express invites guests with the proposition to 'Fly As You Are', using thoughtfully considered technology to enable flyers to personalise their travel experience. The airline offers 'Gourmair' hot meals, comfortable seats, and a host of exclusive loyalty benefits with a sense of unique Indian warmth, and an award-winning digital experience on its mobile app and website, airindiaexpress.com.

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