

AIR INDIA APPOINTS FRIENDS TOURISTIK MARKETING GmbH & COKG AS PASSENGER GSA IN SWITZERLAND AND AUSTRIA

GURUGRAM / ZURICH, 06 May 2025: Air India has named Friends Touristik Marketing GmbH & CoKG as its General Sales Agent (GSA) for passenger services in Austria and Switzerland.

Friends Touristik Marketing GmbH & CoKG will manage reservations and ticketing, assist with marketing initiatives, and deliver extensive passenger sales support across the region for Air India, ensuring efficient and tailored service for travel agents and customers.

This partnership aims to boost passenger traffic connecting to Air India's flights from and to Vienna, Zurich, and beyond.

"We are truly honoured to represent a prestigious airline like Air India in the markets of Switzerland and Austria. As one of the largest and most respected carriers in the world, Air India embodies excellence, heritage, and global connectivity. We are proud to be part of the Air India family and look forward to contributing to its continued growth and success in our region." said **Natalia Zaragoza, CEO of Friends Touristik Marketing GmbH & CoKG.**

Air India's growing fleet and transforming on board experience, combined with Friends Touristik Marketings' commitment to excellence, will provide a world-class travel experience to passengers.

Air India operates 5x weekly to/from Zurich, and 4x weekly to/from Vienna, connecting the two cities non-stop to India and offering convenient one-stop connections to destinations across Southeast Asia. The airline deploys its Boeing 787 Dreamliner aircraft on the Zurich and Vienna routes, offering 18 flat beds in Business Class and 238 Economy Class seats.

Air India continues to modernise its fleet and introduce new products and services as part of its ongoing transformation programme.

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 placed the then largest-ever order for 470 new aircraft in 2023. 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.

For more stories on Air India, visit <http://www.airindia.com/newsroom>

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