

AIR INDIA EARNS GLOBAL RECOGNITION FOR ITS LANDMARK DIGITAL TRANSFORMATION

Prestigious Airline Strategy Award for Digital Leadership conferred by FlightGlobal for the scale and speed of the airline's significant digital transformation

LONDON, 20 JULY 2026 – Air India, India's leading global airline, has been recognized with the 'Airline Strategy Award for Digital Leadership' by FlightGlobal, a premier UK-based global platform of news and data for aviation and aerospace industries. The award is in recognition of Air India's digital transformation after its return to the Tata Group.

The award was received by Air India's Chief Executive Officer and Managing Director Campbell Wilson and its Chief Digital and Technology Officer Satya Ramaswamy at an event organized in London by FlightGlobal in partnership with management consulting firm Korn Ferry.

The Airline Strategy Award is considered as a leading annual award recognizing airline leadership and excellence achieved in various categories with the recipients selected by an independent panel of domain experts, comprising industry analysts, consultants and former airline CEOs. Air India is the sole recipient of the award this year while United Airlines and Ryan Air had won the award in previous years.

The award for Digital Leadership acknowledged the impactful progress made by Air India in its digital transformation since the takeover by the Tata Group in 2022. The airline had embarked on a technology-powered reinvention embracing emerging digital and AI solutions to drive a significant transformation of the company and turning a structural weakness into a strength.

Campbell Wilson, Chief Executive Officer and Managing Director, Air India, said: "We are honoured to receive the prestigious Airline Strategy Award for Digital Leadership from FlightGlobal. The recognition is a testament to the progress Air India has made since its return to the Tata Group and reaffirms the commitment of Air Indians driving our transformation journey. Our digital initiatives are playing a key role in enhancing customer experience, empowering our employees, and driving operational excellence. It is indeed a proud moment for all of us in Air India to have the scale, speed and impact of our digital journey recognised by one of the aviation industry's most respected institutions. It reinforces our belief that technology will continue to be a key differentiator powering Air India's aspiration to become a world-class global airline."

Dr Satya Ramaswamy, Chief Digital and Technology Officer, Air India, said: "Today, digital technologies, including Artificial Intelligence have become pervasive and critical operational foundations of any airline. They also play a decisive role in elevating customer experiences and ensuring peak operational performance resulting in enduring competitive advantage. Starting with a base of a handful of systems, we have laid down an extensive digital landscape with more than 140 systems in Air India after its return to the Tata Group. Our guests today enjoy the benefit of world-class channels such as our award-winning mobile app. Our operations benefit from the extensive set of enterprise systems and consumer-like interfaces of our employee systems. We are grateful that FlightGlobal, a globally venerated organisation in the aviation industry, has recognised the scale and speed of Air India's digital transformation with the Digital Leadership award."

Powered by the vision of becoming one of the most technologically advanced airlines in the world, Air India has been on a mission to improve its customer experience and operational efficiencies deploying the best of modern digital technologies in a short period of time.

- Built a world-class cloud-only digital landscape, with 140+ modern enterprise systems from scratch. Completed this roll out within a period of around 2 years, compared to industry average of 10+ years for a transformation of this scale.
- Created a globally recognised digital consumer channels, that delight customers and simplify their journeys. Globally acclaimed modern website, mobile apps, notifications system, generative AI virtual agent, Inflight Entertainment systems have been rolled out. Air India's mobile apps have been downloaded 17 million times and have a stellar 4.8-star rating in both the Apple App Store and Google Play store in India.
- Built a data and analytics systems to power a data-driven decision-making culture across all departments. Data-driven insights delivered across customer touchpoints, including in the air through crew iPads, powering an empathetic, customer-centric culture in the airline.
- Created employee channels & apps that are persona-driven and contextual, to deliver excellent employee experience. Eliminated paper-based operations and cumbersome employee experiences by implementing fully digitized channels and apps for employees from pilots to cabin crew to ground staff, speeding up functioning and processes. Air India's pilots, cabin executives, aircraft engineers use iPads with Air India proprietary and 3rd party apps specific to their roles.
- Executed one of the smoothest and fastest of airline mergers in the history of aviation of two Full-Service Carriers Air India and erstwhile Vistara via flawless technology integration. Completed the merger of entire airline technology landscape of 140+ systems into target state systems in less than one year whereas typical airline mergers of such scale take several years to complete. More than 10 million loyalty members, around 300 aircraft and 30,000+ employees were brought together seamlessly.
- Leading the AI revolution in the Airline industry. Global Airline industry's first GenAI Virtual Assistant - AI.g was deployed in May 2023, ahead of any other airline. It has handled 26+ Million queries since launch with an impressive world-leading containment rate of 97%. 30+ Agentic AI initiatives in progress across the organization transforming Air India into an Agentic Airline of the future.

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>

PRESS CONTACTS:

Ravi Teja Sharma

raviteja.sharma@airindia.com

Sameek Bhattacharya

sameek.bhattacharya@airindia.com

Anuj Bakshi/ Durishi Sood

airindia@adfactorspr.com