

AIR INDIA'S MAHARAJA CLUB WINS GLOBAL RECOGNITION AT THE FREDDIE AWARDS 2025

- *Maharaja Club voted as the 'Up and Coming Program' of the year in Asia, Middle East and Africa by millions of frequent flyers*

CHICAGO, ILLINOIS, 03 May 2025: Air India, India's leading global airline, has earned global recognition for its Maharaja Club loyalty program, which has been voted the 2025 'Up and Coming Program' of the year in Asia, Middle East and Africa, at the prestigious Freddie Awards held in Chicago, Illinois.

The accolade is a testament to the recent transformation of Air India's Maharaja Club into a world-class loyalty program that prioritizes greater ease, more rewards, and global recognition for its members.

"Winning at the globally coveted Freddie Awards 2025 is an incredible honour for Air India," said Nipun Aggarwal, Chief Commercial Officer, Air India. "Earning this recognition, based on the votes of millions of frequent flyers worldwide, is incredibly encouraging and reaffirms our commitment to excellence. It motivates us to keep pushing boundaries, delivering unmatched value, and creating a loyalty program that resonates with travellers across the globe."

The Freddie Awards, introduced in 1988, are a highly respected global benchmark for travel loyalty programs, having grown in stature and importance to become the most prestigious member-generated awards in the travel loyalty industry. Today, over 4.2 million voters worldwide cast the Freddie Award ballots annually, with the balloting available in 13 languages, including Hindi.

The 'Up and Coming Program of the Year' award celebrates the significant positive feedback that Maharaja Club has garnered from frequent flyers globally in a short span of time, demonstrating exceptional value, innovation, and a promising future within the global travel industry.

Since its revamp under Air India's new ownership of the Tata group and management, Maharaja Club has undergone a remarkable transformation. Redesigned in April 2024, the loyalty program moved away from the legacy model of miles-based collection of points to a fairer, more equitable spend-based approach. With a simplified structure, a host of customer-friendly features, renamed tiers, and an updated identity, the programme has added millions of new members over the last one year.

Maharaja Club Members can earn and redeem points across 24 Star Alliance partner airlines, enjoy tier privileges worldwide, and access over 1,100 lounges worldwide.

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.

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

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