

AIR INDIA UNVEILS NEW CHAPTER OF 'THERE IS AN AIR ABOUT INDIA' CAMPAIGN FEATURING VAIBHAV SOORYAVANSHI; CELEBRATES THE SPIRIT OF A NATION RALLYING BEHIND ITS CHAMPIONS

- New campaign, launched ahead of the Asian Games, celebrates the encouragement, support and collective pride that help India's achievers reach new heights
- Film follows Vaibhav Sooryavanshi's journey while also showcasing the athletes, families, coaches, mentors and supporters who power India's sporting success
- Reinforces the idea that India's rise is driven by people coming together to support one another, reflected in both the nation's achievements and Air India's own transformation

GURUGRAM, 21 September 2026: Air India has unveiled the next chapter of its brand platform, '**There is an Air About India**', ahead of the Asian Games, featuring young cricket sensation **Vaibhav Sooryavanshi** in a digital film that celebrates the encouragement, support and collective spirit that help individuals realise their potential.

First launched in 2025, '**There is an Air About India**' captured the confidence, ambition and momentum of a nation on the rise. This year, the campaign evolves to tell a more personal story: that behind every Indian who reaches for greatness is a community of people who help them get there. From parents and coaches to teammates, mentors, fans and an entire nation cheering them on, their support becomes the wind beneath every achievement.

As India's flag carrier, Air India seeks to inspire collective pride through this campaign as the Indian contingent prepares for the Asian Games and pursues its strongest performance yet. The campaign's message is reflected in its soundtrack refrain, '**Together We Fly**', celebrating the idea that success is rarely achieved alone and that a nation's greatest accomplishments are powered by people who come together to support them.

At the heart of the campaign is Vaibhav Sooryavanshi, whose remarkable journey has captured the imagination of millions. As one of India's brightest young sporting talents, he represents a new generation of Indians whose potential is recognised and nurtured from an early age. The campaign also pays tribute to athletes across disciplines whose achievements are made possible by the dedication of families, coaches, support staff and communities that stand behind them.

The digital film traces Vaibhav's journey from a young boy with a dream to a rising star inspiring a nation, while weaving in stories and imagery from the wider world of Indian sport. From the early encouragement of his father to the support of coaches, mentors, teammates and fans, his story reflects how collective belief can transform possibility into achievement. This reflects a shared truth: that behind every medal, record, breakthrough and milestone are countless individuals whose encouragement and sacrifice help make success possible.

Air India is among the first major Indian brands to partner with Vaibhav, recognising in him not only exceptional sporting talent but also the optimism, ambition and confidence that define a new generation of Indians.

There is an Air About India has always been a celebration of the confidence and momentum of a nation on the rise. This year, we wanted to shine a light on the people behind those achievements, the families, mentors, coaches, supporters and communities who help others succeed.

The spirit of '**Together We Fly**' reflects the idea that when India rallies behind its people, extraordinary things can happen. It is a story that resonates deeply with us at Air India as we continue our own transformation journey alongside the country's rise. Just as India's achievements are powered by collective effort, Air India's transformation is being made possible by thousands of employees working together to build a world-class airline that reflects the aspirations of a new India.

Conceptualised and produced by Air India in partnership with creative agency **McCann**, the digital film features an energetic Indian fusion rap soundtrack, blending contemporary rhythms with distinctly Indian musical influences to reflect the confidence and momentum of a new India.

Since returning to the Tata group in 2022, Air India has been undergoing a comprehensive transformation to become a world-class global airline that reflects the aspirations of a new India. The airline is investing in new aircraft, elevating the customer experience, strengthening operational excellence and building aviation infrastructure and talent for the future. Air India has ordered 600 new aircraft and a US\$400 million retrofit programme for its legacy fleet is well underway, with the retrofit of narrowbody aircraft completed and five aircraft having returned to service following refurbishment. It has also inducted four brand-new Boeing 787-9 aircraft.

As part of its efforts to build and strengthen the Indian aviation ecosystem, Air India has established South Asia's largest aviation training academy, where 21 full-flight simulators for Airbus and Boeing aircraft are being installed. A new flying school in Amravati, Maharashtra, as well as a new MRO facility and aircraft maintenance engineering training school in Bengaluru, are also being operationalised.

As India continues its ascent on the global stage, Air India's '**There is an Air About India**' campaign celebrates the energy, optimism and limitless potential of a nation whose achievements are made possible when people come together, support one another and, together, fly higher.

Link to film: <https://youtu.be/A1Mhno9clyg?si=o1NGccFETjYg-Hc7>

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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