

**NOTE: THE DOC ALSO HAS RELEASES THAT GBM HAD SUGGESTED TO THE CLIENT APPENDED BELOW**

## IndiGo empowers flyers; Introduces 'Flexible Fare' and 'Lite Fare'

**National, August 25 2016:** Isn't it beautiful when the book in your hand fits right into the gap in your bookshelf? When the suit fits snugly onto your shoulders, not an inch out of place? When the budget fits the proposal down to the smallest p? It's beautiful when stuff fits. And from this day on, IndiGo is going to make sure that your flights do as well.

*Yes! Now our flights run to your schedule.*

### Flexible Fare

Jet-setters often don't know where they'll be from one day to the next, which means their travel dates may change more than a few times. By choosing the new Flexible Fare, they can change to another flight at no extra charge. With the regular fare, this change costs INR 2250 per person per sector. Additionally, Flexible Fare offers them complimentary seat selection.

*Introducing the IndiGo Super Lightweight Champion.*

### Lite Fare

Corporate travellers take flights as often as some take taxis. For those that frequently make daily round trips with no check-in baggage, IndiGo has introduced the Lite Fare. These significantly lower fares can be selected on bookings made at least 15 days before the date of travel. In case the traveller does land up having check-in baggage of up to 15 kgs, they can pay a fee of INR 200 at the airport.

Speaking about this initiative, **Mr. Aditya Ghosh, President, IndiGo** said, "These are exciting times for the flyers in India. It is our constant endeavour to empower our consumers to make informed choices. These new fares are a testament to our promise to always provide our flyers with low fares. We complete ten years of operation this year and the reason we have grown is that we have always been ahead of the curve. Initiatives such as this go a long way in strengthening our consumers' trust in us and we hope we can continue to provide them with a hassle-free flying experience."

### DETAILS OF FARE TYPES:

Fare Rules	Regular Fare	Flexible Fare	Lite Fare
Checked in Baggage Allowance	15 KG	15 KG	NIL. In case the customer reports with baggage at the airport, a fee of INR 200 will be charged at the airport for 15 KGS baggage allowance.

For Baggage above 15 KGS excess baggage charges as per policy will be applicable.

<b>Hand Baggage Allowance</b>	1 Bag of up to 7 KG	1 Bag of up to 7 KG	1 Bag of up to 7 KG
<b>Change Fees</b>	INR 2250 Per Person Per Sector	Change fees is NIL for any number of changes; fare difference will be charged	INR 2250 Per Person Per Sector
<b>Cancellation Fees</b>	INR 2250 Per Person Per Sector	INR 2250 Per Person Per Sector	INR 2250 Per Person Per Sector
<b>Seats</b>	Chargeable	Complimentary	Chargeable
<b>Meals</b>	Chargeable	Chargeable	Chargeable
<b>Availability</b>	All domestic & international flights	All domestic & international flights except connecting flights	Domestic only, subject to availability. Not available on connections  Travel date should be at least 15 days from the date of booking

\*For more information visit our website [www.goindigo.in](http://www.goindigo.in)

IndiGo is known for its unique and groundbreaking solutions to making travel better – for example, introducing the country’s first-ever boarding ramps, which make boarding easier and turnarounds quicker. Further, programmes such as 6E Upgrade and 6E Plus offer added convenience for a small fee. In the coming days, we’re going to provide help with the hardest part of the journey - getting inspired to travel in the first place. Discover 6E Explorer - a platform for travellers to share their weird and wonderful travel stories, creating travel inspiration for everyone who visits IndiGo’s platforms. For more details, you may visit <https://www.goindigo.in/6e-explorer>.

### **About IndiGo**

IndiGo is India's largest airline with a market share of 39.8% as of July 2016, as well as the country's largest low fare carrier. IndiGo is one of the fastest growing low cost carrier in the world (source: CAPA). IndiGo has a simple philosophy: offer fares that are always low, flights that are on time, and a courteous, hassle-free travel experience. IndiGo’s On Time Performance is one of the best in India. IndiGo’s Technical Dispatch Reliability is 99.93% making it the airline with the least number of cancellations in India. With its fleet of 111 Airbus A320 aircraft, the airline offers 812 daily flights connecting 40 destinations - Agartala, Ahmedabad, Bagdogra, Bengaluru, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Delhi, Dehradun, Dibrugarh, Dimapur, Goa, Guwahati, Hyderabad, Imphal, Indore, Jaipur,

Jammu, Kochi, Kolkata, Kozhikode, Lucknow, Mumbai, Nagpur, Patna, Pune, Raipur, Ranchi, Srinagar, Thiruvananthapuram, Udaipur, Vadodara, Varanasi, Visakhapatnam. IndiGo currently operates international flights to five destinations, namely, Bangkok, Dubai, Kathmandu, Muscat and Singapore. The first international flight commenced on September 01, 2011.

As the youngest, yet fastest growing airline in India, IndiGo has flown over 134 million passengers till date.

IndiGo is led by its President, Aditya Ghosh and is promoted by InterGlobe Enterprises and Mr. Rakesh Gangwal, an aviation industry veteran and entrepreneur. InterGlobe Enterprises is a leader in aviation and travel related services, growing the market through innovation and service leadership. They have built businesses and represent global brands that deliver quality and value. Established in 1989, with headquarters in Gurgaon, today InterGlobe has a network of 126 offices across 59 cities globally. InterGlobe employs more than 15,000 professionals across its businesses which include IndiGo (InterGlobe Aviation) , InterGlobe Technologies, InterGlobe Air Transport, InterGlobe Technology Quotient, InterGlobe Hotels, InterGlobe Retail, and InterGlobe Established.

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**Suggested Press Release – Aashima**

## **IndiGo makes travel more hassle-free; Introduces ‘Flexible Fare’ and ‘Lite Fare’**

**National, August 16, 2016:** Reinforcing its commitment to strengthen customer experience effective today, IndiGo is going all out to launch new programmes called ‘Flexible Fare’ and ‘Lite Fare’ to make travel more convenient for 6E passengers. Especially designed for corporate and leisure travellers, these new fare programmes will enable 6E passengers to avail much wider choices while travelling with IndiGo. While ‘Flexible Fare’ will enable passengers to modify their booking multiple times or cancel the booking, without paying any additional charge – ‘Lite Fare’ type will allow passengers with one hand baggage to book flights at affordable fares. Additionally, the fares will also allow passengers to select the seat of their choice without any charge, including all seats (extra legroom seats or window or aisle seats) that are otherwise available for pre-assignment at a charge, subject to availability. Benefits of the fare can be availed only through the travel agents, Online Travel Agents or through the IndiGo website. This is yet another initiative from IndiGo in offering hassle-free booking and travel experience to its passengers.

Highlighting yet another pioneering endeavor of the airline, **Mr. Aditya Ghosh, President, IndiGo** said, *“At IndiGo, it has been our consistent endeavor to make travel a hassle-free and high quality experience*

for our customers, while keeping our promise of providing affordable fares. We are delighted to introduce Flexible and Lite fares with immediate effects for our customers. Experience is what counts at IndiGo. These new initiatives are in line with our endeavor to make travel more hassle-free and memorable for our customers.”

The details of all fare types are as follows:

Fare Rules	Regular Fare	Flexible Fare	Lite Fare
<b>Checked in Baggage Allowance</b>	15 KG	15 KG	NIL. In case the customer reports with baggage at the airport, a fee of INR 200 will be charged at the airport for 15 KGS baggage allowance. For Baggage above 15 KGS excess baggage charges as per policy will be applicable.
<b>Hand Baggage Allowance</b>	1 Bag of up to 7 KG	1 Bag of up to 7 KG	1 Bag of up to 7 KG
<b>Change Fees</b>	INR 2250 Per Person Per Sector	Change fees is NIL for any number of changes; fare difference will be charged	INR 2250 Per Person Per Sector
<b>Cancellation Fees</b>	INR 2250 Per Person Per Sector	INR 2250 Per Person Per Sector	INR 2250 Per Person Per Sector
<b>Seats</b>	Chargeable	Complimentary	Chargeable
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From introducing boarding ramps, mobile application, programmes like 6E Upgrade and 6E Plus, IndiGo has always endeavored to bring new innovations and make travel memorable for its customers. Recently IndiGo also introduced 6E Explorer with an aim to extend personalized experience to its customers. With this programme, IndiGo will provide platform to the travel enthusiasts to explore the not-so-popular places and create fresh content. These personalized travel experiences will be populated on the website as “Travel advisory” for IndiGo passengers to view travel trends of the destinations the airline flies to. With the launch of this programme, IndiGo passengers are encouraged to refer to these travel advisories which is intended to enhance their travel experience. To get more details, visit our website <https://www.goindigo.in/6e-explorer>.

**About IndiGo**

IndiGo is India's largest airline with a market share of 37.9% as of June 2016, as well as the country's largest low fare carrier. IndiGo is one of the fastest growing low cost carrier in the world (source: CAPA). IndiGo has a simple philosophy: offer fares that are always low, flights that are on time, and a courteous, hassle-free travel experience. IndiGo's On Time Performance is one of the best in India. IndiGo's Technical Dispatch Reliability is 99.93% making it the airline with the least number of cancellations in India. With its fleet of 110 new Airbus A320 aircraft, the airline offers 812 daily flights connecting 40 destinations - Agartala, Ahmedabad, Bagdogra, Bengaluru, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Delhi, Dehradun, Dibrugarh, Dimapur, Goa, Guwahati, Hyderabad, Imphal, Indore, Jaipur, Jammu, Kochi, Kolkata, Kozhikode, Lucknow, Mumbai, Nagpur, Patna, Pune, Raipur, Ranchi, Srinagar, Thiruvananthapuram, Udaipur, Vadodara, Varanasi, Visakhapatnam. IndiGo currently operates international flights to five destinations, namely, Bangkok, Dubai, Kathmandu, Muscat and Singapore. The first international flight commenced on September 01, 2011.

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**Suggested Press Release – Rikhil**

## **IndiGo empowers flyers; introduces 'Flexible Fare' and 'Lite Fare'**

**National, August \_\_, 2016:** IndiGo has yet again gone all out to empower its flyers by introducing two new types of fares viz. 'Flexible Fare' and 'Lite Fare'. These fares have been introduced keeping in mind the needs of various types of traveller so they can make informed choices that suit their convenience.

The details of these fares are appended below. However, let us take a close look at what these fares really mean and how they make things hassle-free for the flyers.

### **Flexible Fare**

These fares have been especially kept in mind for travellers whose travel dates aren't certain and may change frequently. The key highlight of this type of fare is that there is **NO FEE FOR CHANGING** to another flight (which otherwise is INR 2250 Per Person Per Sector in the regular fare category). The other key highlight is **the seat preference option which is complimentary** and does not entail any extra cost- irrespective of the rows or kinds of seats.

*(Nitin, in case you have internal data on an average rate of changes that you see on a monthly basis, then it may be worthwhile to put that to put things in perspective. If it's not sensitive information or if there isn't any such data then let it be)*

### Lite Fare

Especially worked out for the true blue jet setting business/corporate travellers who typically make quick daily round trips and has their travel planned in advance. For Lite Fare, the travel date should be at least 15 days from the date of booking. This fare is for travellers with no check-in baggage. However, in case the customer reports with baggage at the airport, a fee of INR 200 will be charged at the airport for 15 KGS baggage allowance. For Baggage above 15 KGS, excess baggage charges as per policy will be applicable

*(Nitin, for Lite Fare, what would be of interest for the media/consumer is the comparison with the regular fare and how much cheaper a Lite Fare can work out for the customer. Therefore we must put a comparison that highlights the cost benefit to the end flyer. )*

Speaking about these fares, **Mr. Aditya Ghosh, President, IndiGo** said, *“These are exciting times for the flyers in India and it is our constant endeavour to empower our consumers to make informed choices. These new fares are testament of our promise to always provide our flyers with low fares. This year we have completed ten years in India and the reason we have grown is because we have always been ahead of the curve. Initiatives such as these go a long way in strengthening the trust of our consumers in us and we hope we can continue to provide them with a hassle-free flying experience”.*

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