



IndiGo ties up with Rahul Bose's biopic 'Poorna' to salute Girl Power

6E to be the official airline partner for Poorna, a biopic based on the youngest girl who conquered Mount Everest, Poorna Malavath

National, March 07, 2017: On the occasion of International Women's Day, IndiGo celebrates the historic feat of Poorna Malavath, the youngest girl in the world to climb Mount Everest, by collaborating with Actor and Director Rahul Bose for his second directorial venture – **Poorna**. Through this association, IndiGo aims to honour the achievements of Poorna Malavath and many other women champions who defy odds to scale.

Poorna, releasing on 31st of March 2017 is based on the life story of **Poorna Malavath**, an Adivasi from **Telangana**, who in **2014**, at the age of **13**, became the **youngest girl in history to climb the Mount Everest**. It powerfully encapsulates all the lessons of **empowerment of the socially marginalized, gender equality, the importance of education, and last but not least how with courage, determination, and hard work, a child can achieve anything!**

The movie features Aditi Inamdar and Rahul Bose in lead roles.

Commenting on this partnership, **Rahul Bose, Director and Producer of 'Poorna'** said, *"It was just a perfect fit to partner with a brand like IndiGo that consistently recognizes and respects the incredible achievements of women. I hope this partnership turns into a lifelong friendship of shared values."* The co-producer of 'Poorna', **Amit Patni, Founder of RAAY Media** said, *"When Rahul suggested we tie-up with IndiGo airlines we immediately agreed. Their professionalism, commitment to excellence and 'Girl Power' initiative left us in no doubt that this would be a natural, mutually productive partnership."*

Commenting on this, **Mr Aditya Ghosh, President and Whole-time Director, IndiGo** said, *"It is indeed an honour to be associated with a movie such as Poorna that reminds us of a young girl's extremely difficult yet courageous journey. Her exemplary display of determination, self-discipline and physical fitness is an inspiration for all of us. I would like to congratulate Rahul Bose for creating such a masterpiece and I am confident that the movie will receive love from the audience."*

Mr. Ghosh further added, *"At IndiGo, we believe that women have the power to change any industry and with this belief we have endeavoured to empower women (both employees and communities outside). Our collaboration with Poorna aligns naturally with our ongoing programmes – #GirlPower and #FitToFly that believe in empowering everyone inside and outside the organisation with better opportunities."*

Empowering women has been core to IndiGo. It is evident from the data as 43 percent of the entire workforce and also 25 per cent of the leadership team comprises women workforce.

The company also has dedicated women empowerment and education programmes under **IndiGoReach – company’s CSR programme**. *Bhandhan Education Program* is one such example. IndiGo associated with Bandhan Konnagar to start 400 primary schools in the rural slums of eastern India. To read more about Bandhan programme - please visit IndiGo website and refer to the IndiGo CSR report – 2015-2016.

About IndiGo

IndiGo is India's largest airline with a market share of 39.8% as of January 2017. 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 travel experience that is courteous and hassle-free. IndiGo, with a Technical Dispatch Reliability of 99.85%, has one of the best On Time Performances in India. With its fleet of 129 Airbus A320 family aircraft, the airline operates 883 daily flights connecting 44 destinations. IndiGo is led by its President and Whole-time Director, 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, hospitality and travel related services, growing the market through innovation and service leadership. We build 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 20,000 professionals across its businesses which include IndiGo (InterGlobe Aviation), InterGlobe Technologies, InterGlobe Air Transport, InterGlobe Technology Quotient, InterGlobe Hotels and InterGlobe Education (www.interglobe.com)

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