

IndiGo joins a nationwide 'Rally for Rivers' awareness campaign

- 6E to support Isha Foundation's month long awareness programme across its network
- The airline encourages passengers and partners to join the movement and spread awareness around depleting river bodies

National, September 01, 2017: Reinforcing its commitment toward being a socially responsible citizen - IndiGo is going all out to promote a nationwide Rally for Rivers' awareness campaign, starting today across its 46 destinations. 'Rally for Rivers' or Nadhi Abhiyaan is a nationwide awareness campaign by honourable Guru Sadhguru Jaggi Vasudev and Isha Foundation. IndiGo's popular in-flight magazine Hello 6E incorporates an inspiring write up to encourage 6E passengers to join '**Rally for Rivers' awareness campaign**. Effective September 15, the airline will also promote specially curated content through e-tickets and water cups on board across network, till September end. 6E passengers are requested to join the movement with vigour and zeal and share their '*Rally for Rivers*' moments/personal messages @IndiGo6E and Instagram - to spread the word. This makes IndiGo the first Indian carrier to join the movement.

'Rally for Rivers' or Nadhi Abhiyaan is a nationwide awareness campaign addressing the depleting conditions of our rivers across 13 states. To create mass awareness, Sadhguru will himself drive from Kanyakumari to the Himalayas through 16 states. The month long campaign will include 21 major events and numerous smaller events, both online and off-line to touch every segment of society traversing a stretch of over 7000 km across India.

The campaign also urges people to give a missed call on 8000980009 in order to quantify public support. The missed calls will act as a vote in support of reviving rivers. These volunteers will be creating awareness regarding the rally for rivers. To read more about the initiative, please visit <http://isha.sadhguru.org/rally-for-rivers/>

About IndiGo

IndiGo is India's largest airline with a market share of 38.7% as of July 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% (for quarter ended June 30, 2017) has one of the best On Time Performances in India. With its fleet of 138 Airbus A320 family aircraft, the airline operates 940 daily flights connecting 46 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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