



IndiGo to indulge you in retail therapy at 35,000ft with new range of exclusive products

- *IndiGo inflight catalogue now offers 30 new products including 12 exclusive offerings*
- *6E flyers can now avail compelling discounts and exciting offers in four simple steps*
- *Passengers can also buy “the deal of the month” offering unique products at an exceptional price*

National, April 23, 2019: IndiGo, India’s largest carrier, has revamped its inflight offerings with the addition of 30 new products, effective from April 23, 2019. In addition to these products, there will be many more offerings at the on-ground AVA stores. 6E flyers will also be able to buy the “deal of the month” where they can purchase unique products at heavy discounts. For instance, the current deal of the month is 55% off on Detel 55” UHD-LED Television, offering savings worth INR 44,000.

Reinforcing the concept of retail therapy at 35,000 feet, flyers can purchase product of their choice in four simple steps: browse and select the product while flying, visit AVA store upon landing, show IndiGo boarding pass at check-out for the exciting offers and purchase the product. In case the selected product is unavailable at the store, the flier can still place the order and get the product delivered at their doorstep.

Mr. William Boulter, Chief Commercial Officer, IndiGo said, *“We are delighted to offer a new range of exciting products our customers can indulge in retail therapy while they fly with us. Along with 12 exclusive products, we will also be running a deal of the month, which will offer some of the big-ticket products at exceptional discounts and prices. While IndiGo continues to expand its network, we also strive for a refreshing inflight experience for our discerning customers. We try always to provide more flexibility of choice to our customers while offering an on-time, courteous and hassle-free service, and an affordable flying experience always”.*

About IndiGo

IndiGo is amongst the fastest growing carriers in the world. IndiGo has a simple philosophy: offer low fares and on-time, courteous, hassle-free service. With its fleet of over 200 aircraft, the airline offers around 1400 daily flights and connects 53 domestic destinations and 18 international destinations.

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