



IndiGo awarded Best Conversational Brand Online at SAMMIE

- IndiGo recognised as the 'Best Conversational Brand - Online' at SAMMIE Best Social Media Brands Awards & Summit by Social Samosa

National, August 07, 2019: IndiGo, India's leading airline, received the 'Best Conversational Brand - Online' at SAMMIE Best Social Media Brands Awards & Summit by Social Samosa in Mumbai. The award celebrates the brands with best Content Marketing, Influencer Marketing, Social Media Advertising, the consistency to engage and converse with new audiences every day and the will to experiment with innovative ways.

Receiving this award, **Mr. William Boulter, Chief Commercial Officer, IndiGo** said, *"It is an honour to receive this award. This recognition is a testimony of our values to be on-time and courteous & hassle-free not only through our services but across platforms, including social media. The changing industry dynamics have made conversations between the consumer and the brand a two-way process. This makes it critical for brands to be highly responsive, quick and smart on their social media platforms, to ensure effective engagement. This award recognises the 24/7 work of our digital and social media teams, who not only employ innovative thinking but also ensure a response time of 20min on social media queries. We will continue to entertain our followers with more engaging and witty content in future"*.

SAMMIE Best Social Media Brands Awards and Summit, the culmination of an intense battle between some of the finest Brands on Social Media. Their mission is to commemorate the success of Human Brands who have brought about pivotal growth and maturity in this fairly new ecosystem.

Methodology

The brands were judged across **20** main categories, **15** special categories and **6** individual awards by an esteemed jury panel, who evaluated each entry basis the work done by them from **April 2018 to March 2019** against set parameters.

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 over 1400 daily flights and connects 56 domestic destinations and 19 international destinations.

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