



IndiGo launches Hindi website to strengthen its regional reach

– *India's first private airline to have a full-fledged Hindi website*

National, February 10, 2020: In its bid to enhance connections, IndiGo, India's leading airline, launched its Hindi website today. By launching a complete Hindi website, IndiGo took another step towards enhancing its regional connect by offering the customer's language of choice as an interface to share information on its products and services. The website will enable customers, who wish to use access the website in Hindi, to efficiently avail information related to flights, discounts, schedule and flight booking.

Over the last few years, the consumption and demand for content in regional languages has increased significantly. India had 637 million internet users as of Mar 2019, with Hindi content consumption witnessing a growth of 94% in 2018-19. It is fast becoming the regional language of choice for accessing internet. IndiGo launched the Hindi website to cater to the customer demand and will launch the website in other regional languages to deepen consumer connect within Indian markets.

Mr. William Boulter, Chief Commercial Officer, IndiGo said, "We are pleased to announce the launch of our website in Hindi language. The growing prominence of regional content and customer's demand for accessing the internet in Hindi, has been a key driver for us to include regional outreach as an important part of our consumer connect strategy. This step also ties in with the government's vision of empowering every Indian to travel by air with ease. Our endeavour is to deliver a hassle-free experience, from the time the customer opens our website till the time they reach their destination".

Further, **Mr. Boulter** added, "We will continue to offer affordable, on-time, hassle-free and courteous experience across our extensive network".

IndiGo flights are designed to cater to business and leisure travellers who are constantly on the lookout for new and affordable flying options. Customers who wish to plan their travel can book tickets via our Hindi website can login on <https://www.goindigo.in/hi-in/homepage.html>.

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 250 aircraft, the airline offers 1500+ daily flights and connects 63 domestic destinations and 24 international destinations. For more information, please visit www.goindigo.in. You can also connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).

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