



IndiGo climbs 7 ranks to be #36 in Brand Finance Top 50 Airline list recognising the most valuable and strongest airline brands in 2021

- IndiGo registered the highest gain in ranking this year

National, July 21, 2021: India's leading carrier - IndiGo - has emerged as a stronger and more valuable airline brand over the last year as per the Brand Finance Top 50 Airlines Report 2021. IndiGo rose to #36 in 2021 from #43 in 2020, registering the highest gain of 7 points. IndiGo is the only airline brand to make it to the list from India, for the second consecutive year.

Savio D'Souza, Valuations Director, Brand Finance said, *"IndiGo has been resilient in a tough year for the airline sector. Brand value across the sector dropped by -30% on average while IndiGo fell by the lowest, -7%. It is the fastest climber in ranking terms at #36 in the Brand Finance Airlines 50 2021 study. The brand rating of AAA- is testament to the effective execution of a robust corporate strategy in one of the most competitive markets in the world".*

Mr. Ronojoy Dutta, Wholetime Director and Chief Executive Officer, IndiGo said, *"It gives us immense pleasure to see IndiGo taking a leap of 7 ranks, to be #36 in the Brand Finance Top 50 Airline brands list this year. This is a testament to the efforts made last year towards making IndiGo more efficient and resilient in the face of the pandemic, by providing a safe and hassle-free experience for our customers as well as employees. This recognition further encourages us to continue our tradition of on-time performance at affordable fares, with courteous and hassle-free service on our lean clean flying machines."*

Brand Valuation Methodology

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668. This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

About IndiGo

IndiGo is amongst the fastest growing low-cost carriers in the world. IndiGo has a simple philosophy: offer fares that are low, flights that are on time, offering a courteous, hygienic, and hassle-free travel experience. With its fleet of 270+ aircraft, the airline is operating around 1000 daily flights and connecting 67 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](#).

About Brand Finance.

Brand Finance is the world's leading independent brand valuation consultancy, with offices in over 20 countries. Every year, Brand Finance values 5,000 of the world's biggest brands, which are published in sector and country rankings on <https://brandirectory.com/>.

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