

Air India Express, AirAsia India prepare to unify processes

A Monitor Report

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New Delhi : Air India Express and AirAsia India are preparing for their eventual merger by exploring possibilities of providing a combined customer experience. Both carriers are owned by the Tata Group and are headed for a merger, expected to be completed by the end of 2023.

Now, according to latest reports, the carriers have started exploring having integrated systems to manage customer-related processes. Reports claimed, Air India Express and AirAsia India are looking to have a common website, social media handles, and even call centers. They are also exploring having other commonalities, such as boarding passes and baggage tags.



It is estimated that both carriers will be fully integrated by the end of 2023, but given the scope of work involved in the process, their respective teams are already exploring synergies.

From the moment the Tata Group acquired Air India and Air India Express, there was speculation of possible mergers of Air India with Vistara and Air India Express with AirAsia India.

In November, after months of planning and discussions, the Tata Group acquired full ownership of AirAsia India, with Air India announcing that it had acquired 100 per cent shareholding in AirAsia India to turn it into its subsidiary.

The plan received a significant boost in June when the Competition Commission of India (CCI) approved its decision to buy the entire equity share capital of AirAsia India.

The top boss for the merged entity has also been decided, with Air India Express CEO Alok Singh being named the CEO of Tata Group's low-cost airline business. He will take charge of both airlines from January 1st.

Reports cited Air India's CEO Campbell Wilson saying, "The two constituent airlines will continue to have the full complement of regulatory post-holders until the merger is complete but, for now, a single CEO will provide the clarity and singular accountability necessary to navigate the process."