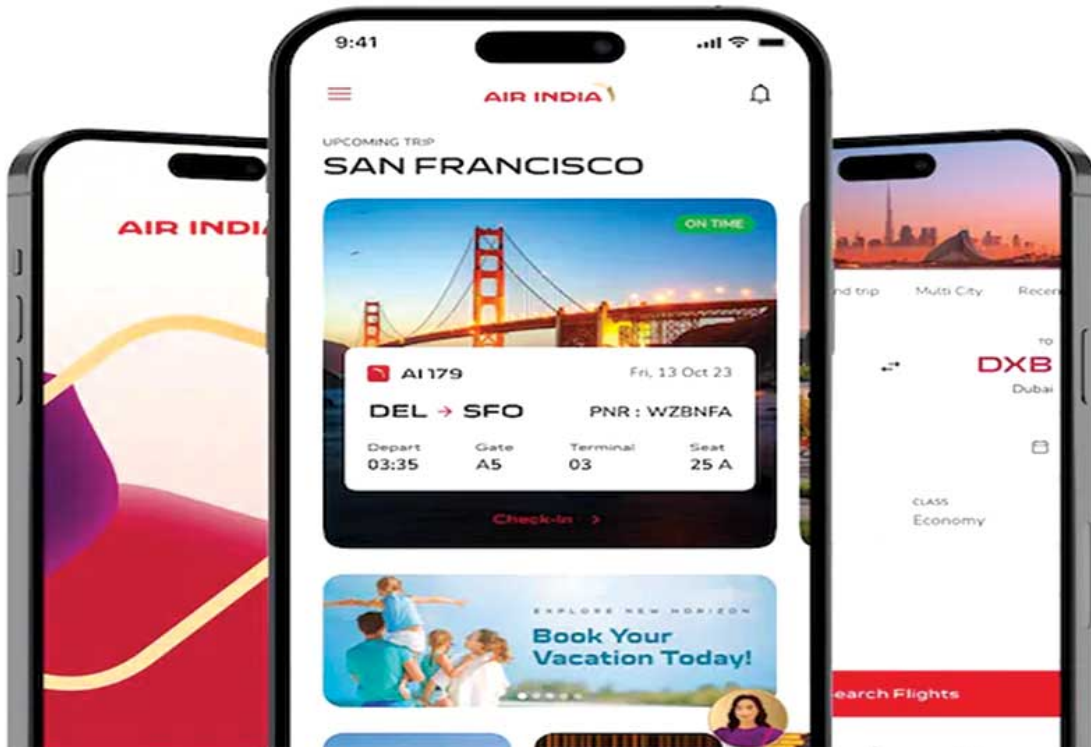


Air India's mobile app wins gold at APAC Stevie Awards

- A Monitor Report

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New Delhi : Air India's mobile app bagged the top spot in the 11th annual Asia-Pacific Stevie Awards.

The award recognises the app's innovative and customer-friendly features which helped the airline earn the Gold Stevie award for Innovation in General Utility Apps across the Asia Pacific region, as per reports.

On the development, Dr Satya Ramaswamy, Chief Digital and Technology Officer, Air India, said, "The Air India mobile app is our flagship digital channel through which we connect with our guests and delight them on the day of travel. Our app features path breaking innovations such as the airline industry's very first generative AI virtual assistant AI.g."

Being the first airline from India to receive the honour, Air India stands out among more than 1,000 nominations from organisations across the Asia-Pacific region.

After its acquisition by the Tata Group, Air India revamped its mobile app with a keen focus on enhancing guest experience. The app now boasts a range of innovative features designed to provide guests with seamless access to relevant information in an easy-to-understand format.

Among the standout features are a dynamic splash screen showcasing pertinent information, easy access to upcoming trip details including onboard dining menus, timely notifications, an intuitive loyalty portal, and the pioneering 'flight status' feature, which even provides information about incoming aircraft. With its virtual assistant AI.g and personalised journey features, Air India's app offers users not just a journey, but a rich narrative waiting to unfold.

Air India continues to enhance its offerings with features like easy-to-use baggage tracking and comprehensive computer vision capabilities.