

## IndiGo celebrates 18th anniversary, unveils new products

- A Monitor Report

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Delhi : Marking a significant milestone, the world's largest airline IndiGo celebrated its 18th anniversary at Bharat Mandapam in Delhi on August 7. At the grand ceremony, the low-cost carrier made significant announcements that herald a new era for the airline and its 100 million+ annual customers.

Speaking on the occasion, Pieter Elbers, CEO, IndiGo, thanked their 600 million customers that choose to fly IndiGo since its inception.

"I am pleased to announce a new era of our IndiGo journey with the launch of IndiGoStretch, a tailormade business product and IndiGo BluChip, our much-awaited loyalty programme," he said.

"In addition, we have also launched a completely refreshed website and app with several features to make our customers experience more

hassle-free," he further informed.

Over the past 18 years, the airline has flown to 88 destinations with over 400 domestic routes. IndiGo also embarked on an exciting journey of internationalisation by already serving today 33 cities and over 100 international routes.

On its 18th anniversary, IndiGo made a set of announcements aimed at enhancing customer experience and expanding its footprint in India and internationally.

Soon, IndiGo will be adding Jaffna, a city in Sri Lanka as its 34th international destination.

With another 6-7 destinations later this financial year, the airline will cross the mark of 40 international destinations.

IndiGo announced the characteristics of 'IndiGoStretch', a tailor-made business product on the busiest business routes of India, redefining business travel in India.

IndiGo Stretch is a coupe-style, 2-seat wide bay, and crafted to provide customers with a relaxed and comfortable journey.

Furthermore, IndiGo announced the launch of its much-awaited loyalty programme, 'IndiGo BluChip',

It is designed to reward its loyal customers with BluChips on IndiGo flights.

To complement these advancements, IndiGo has revamped its website [www.goIndiGo.in](http://www.goIndiGo.in).

It has also revamped its mobile application, aiming to deliver a seamless and user-friendly interface to the passengers.

Over the last two years, IndiGo has taken big steps to define the next phase of its growth, aiming to be a global aviation player.

These include placing the largest ever single aircraft order of 500 aircraft, introduction of XLRs in 2025 and the order for the widebody A350-900, which is expected to start being delivered in 2027.