

## AI Express hits 100 aircraft milestone

- A Monitor Desk Report

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Gurugram, India: Air India Express has inducted its 100th aircraft, a Boeing 737-8, which showcases 'Chittara' tail art, inspired by Karnataka's traditional mural painting.

The aircraft was inaugurated by Aloke Singh, Managing Director of Air India Express, at Bengaluru's Kempegowda International Airport, the airline's largest hub, from which it operates over 445 weekly flights.

Following the ceremony, the aircraft flew on the Bengaluru-Hindon route. The addition of Hindon (Ghaziabad, Delhi NCR) to the airline's network earlier this month highlights its rapid expansion, making Air India Express the first and only carrier to serve two airports in the National Capital Region.

Aloke Singh, Managing Director, Air India Express, said, "The induction of our 100th aircraft marks a defining moment in the growth and

transformation journey of Air India Express.

In just over three years since privatisation, we integrated and merged the LCC airlines, while scaling up rapidly with a modern and fuel-efficient fleet, broad basing our domestic network, deepening and expanding our Middle East and Southeast Asia routes. Today, we have a formidable presence in the India market focused towards tier 2 and tier 3 cities, the emerging hotspots of the economy, playing a pivotal role in the next stage of India's aviation growth story."

Since joining the Tata group in January 2022, Air India Express has undergone an unprecedented growth and transformation. From a fleet of 26 Boeing 737 NGs and 28 A320 aircraft, the airline has almost doubled its fleet to 100 aircraft.

The airline, as part of its rapid network expansion, has recently added Bangkok, Dibrugarh, Dimapur, Hindon, Jammu, Patna, Phuket, and Port Blair (Sri Vijaya Puram) to its growing network.

Beyond its rapid fleet and network expansion, Air India Express has redefined the travel experience with a range of differentiated offerings. These include 'Gourmair' hot meals, Xpress Biz seats, an enhanced loyalty programme, and XpressHolidays, which provides seamless travel packages combining flights, stays, and experiences.

True to its brand proposition, 'Fly As You Are,' guests can personalise their journey by choosing from four distinct fare options, including XpressLite, India's only special fare for travellers carrying cabin baggage alone.

Each aircraft in the growing Air India Express fleet, adorned with its unique 'Tales of India' tail art theme, showcases the country's diverse artistic heritage.

The liveries feature indigenous textile motifs and traditional art forms such as Ajrakh, Bandhani, Banarasi, Ikat, Jaapi, Jamdani, Kalamkari, Kanjeevaram, Kolam, Warli, and more. The 100th aircraft proudly continues this tradition with Chittara art from Karnataka, an intricate folk art historically practiced by the Deewaru community, symbolising prosperity and celebration. Created using natural colours on mud-coated surfaces, Chittara reflects a deep connection to nature and heritage, showcasing the artistic legacy of the region.

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