

AI Express offers up to 25pc discount on fares

- A Monitor Desk Report

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Dhaka: Tata Group's budget airline, Air India Express, has launched a limited-time promotional offer featuring exclusive fare discounts and streamlined booking services, aiming to attract travellers ahead of the upcoming festive travel surge.

Flyers booking tickets through the airline's website or mobile app can avail up to 25% discounts on select domestic and international routes. The scheme also bundles in perks such as discounted meals, priority check-in, baggage allowances and preferred seat selection for loyalty programme members.

The offer comes as Indian airlines step up promotional campaigns to capture the surge in demand during the festive season, typically one of the busiest travel periods in the country.

With September marking the start of a series of festivals—from Ganesh

Chaturthi to Navratri, Diwali and Christmas—airfares usually rise due to demand outstripping supply.

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