

IndiGo, Air India refurbish services to keep up with India's rising middle class

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New Delhi: The leading carriers Indigo and Air India have updated their Playbook, allowing middle-class citizens to enjoy premium experience on both grounds and in the air.

The decision has been taken after witnessing a big transformation in their lives due to a rise in income,

Under the new Playbook, the airlines will offer the above-mentioned customers roomier seats, better experience on the ground, and premium-class gourmet meals, which will be served with premium wine on designer tableware and luxurious vanity kits.

The Tata-owned Air India has shared the plan about the playbook, where it has confirmed to give an impressive upgrade to its A320 narrow-body aircraft. When it comes to IndiGo, the budget carrier is also not leaving

any stone unturned to woo customers with its premium-class service to the middle-class customers category.

It has been reported that IndiGo, which is the only airline that seeing a profit in the domestic market, will turn its single-class cabin into a dual-class cabin approach. The idea is to offer a high-class experience to the customers in mid-air.

It is also gearing up to add more aircraft to the fleet, which will offer decent size to the customers with good legroom. It will also include some good perks in the plan such as hot food and a loyalty program soon.

As per the details shared by the ET, IndiGo's CEO Pieter Elbers said, "We are building on the vibrant domestic market which has been the foundation of IndiGo. That will double by the end of the decade, which will bring new fliers who travel on trains today and also who are traveling 30 times a year. IndiGo's ambition is to be the carrier of choice for all those consumers," he said.

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