

IndiGo upgrades IFE with Bluebox tech

- A Monitor Desk Report

Date: 10 November, 2025



Dhaka: India's largest airline, IndiGo, has partnered with UK-based Bluebox Aviation Systems to introduce a next-generation digital in-flight entertainment (IFE) platform on its upcoming Airbus A321XLR aircraft, the carrier said on Monday (Nov 11).

The first aircraft equipped with the system will enter service on Jan. 23, 2026, operating between Mumbai and Athens — IndiGo's debut long-haul route and India's first direct connection to Greece.

Bluebox's digital services platform, Blueview, will be integrated into Airbus' Open Software Platform (OSP) as a line-fit solution, removing the need for post-delivery retrofitting.

IndiGo will be the first Indian airline to launch a fully digital IFE system from an aircraft's inaugural flight.

Passengers will be able to stream movies, TV shows, audio programmes

and games on their own devices, access an interactive flight map, and browse digital dining menus through a branded user interface.

Bluebox CEO Kevin Clark said the integration would allow IndiGo to “offer passengers a seamless and engaging digital experience from day one.”

IndiGo Chief Executive Pieter Elbers said the system would “add significant value” to customers’ onboard experience.

The A321XLR deployment marks a strategic shift for IndiGo as it expands from short- and medium-haul to long-range international operations, aligning its digital cabin technology investments with growing demand for comfort and connectivity.

-B