

Akij Air targets trust gap in Bangladesh's online travel market

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The logo for AKIJ Air is displayed on a solid red background. The word "AKIJ" is written in a large, bold, black, sans-serif font. A diagonal black line starts from the top of the "A" and extends down to the bottom of the "J". To the right of "AKIJ", the word "Air" is written in a smaller, black, sans-serif font.

Dhaka : Akij Air, the consumer-facing travel platform of AKIJ Resource Group, is positioning itself as a trust-driven alternative in Bangladesh's crowded online travel agency (OTA) market, aiming to address long-standing concerns around transparency, pricing clarity, and customer support.

According to Fahad Ahmed, Head of Operations, Akij Air, the company identified a major gap in the local travel ecosystem where customers often encounter hidden fees, unclear policies, and limited after-sales assistance.

"Bangladeshi travelers want a reliable, homegrown platform they can trust," Ahmed said, while talking to The Bangladesh Monitor. "Akij Air was created to combine local understanding with digital convenience, offering honest pricing and responsive support."

Strategic entry into B2C travel

AKIJ Resource Group's entry into the consumer travel space comes at a time when Bangladesh's digital adoption has reached a critical mass. Rising smartphone usage, increased internet penetration, and strong post-pandemic travel demand made the transition into B2C travel timely, Ahmed explained.

Leveraging the group's brand credibility, operational strength, and logistics experience, Akij Air aims to serve a new generation of digitally savvy travelers who also value established, reliable brands.



Fahad Ahmed, Head of Operations, Akij Air, talking to The Bangladesh Monitor Photo : Monitor

Differentiation through transparency, local support

Akij Air differentiates itself from existing OTAs through four core pillars:

brand trust, transparent pricing with no hidden charges, responsive local customer support, and tailored offers for Bangladeshi travelers.

While many OTAs operate at scale with limited personalization, Akij Air emphasizes clarity and after-sales care. "Our goal is to build long-term relationships, not just complete transactions," Ahmed noted.

Early traction, platform growth

Since its full market launch in early 2024, Akij Air has reported steady growth. The company initiated a soft launch of its B2C operations in early 2025 alongside its established B2B services. The release of its mobile app on the Google Play Store in October 2025 further improved accessibility and user engagement.

The platform has also built a strong digital presence, amassing over 600,000 followers on Facebook. Akij Air has partnered with major banks to ensure secure digital payments and has increased brand visibility through sponsorships such as the Cyclist's Tour de Sri Lanka, DTM Fare, and the Celebrity Cricket League.



Expert officials seen working at Akij Air's head office in the capital's Tejgaon area

Recently, the company expanded into Hajj and Umrah travel services through South Asia Travel, reflecting growing user trust and operational scale.

Technology at core

Technology underpins Akij Air's operations, from real-time booking engines and clear fare displays to automated support systems and data-driven personalization. The platform follows a mobile-first approach, aligning with how most Bangladeshi users search and book travel services.

Challenges compliance

Ahmed acknowledged that scaling B2C travel operations presents

challenges, including demand spikes during Eid, global travel disruptions, and lingering consumer skepticism caused by past industry fraud. Infrastructure limitations and evolving user behavior also require continuous adaptation.

To address trust concerns, Akij Air emphasizes regulatory compliance and consumer protection. The platform uses PCI-DSS certified payment gateways through bank partnerships, maintains strict internal data controls, and publishes clear refund, cancellation, and fee policies.

Part of larger ecosystem

Rather than operating as a standalone startup, Akij Air functions as an integrated part of the AKIJ Resource Group ecosystem. This integration provides access to shared IT, finance, logistics, and operational resources, offering greater stability and scale.

Five-year vision

Akij Air aims to become Bangladesh's most trusted travel-tech brand. Its long-term roadmap includes expanding its digital services, gaining significant market share, exploring air operations, and pursuing regional expansion - while maintaining focus on transparency, reliability, and trust.