

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:1733
ANSWERED ON:16.07.2009
ANNOUNCEMENT OF BONANZA BY AIR INDIA
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Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether the Air India has announced any bonanza for frequent flyers;
- (b) if so, the complete details thereof; and
- (c) if not, the time by which such bonanza will be announced?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF CIVIL AVIATION (SHRI PRAFUL PATEL)

(a) and (b): Air India regularly announces short term bonanzas/special offers to its frequent flyer members under the Frequent Flyer Programme (FFP). These offers can be for travel on Air India as well as for availing the services of its partner airlines. In the recent past the following promotional schemes have been introduced for Frequent Flyers:-

- (i) Bonus of 500 mileage points for FFP Members who book(self only) online on both AI and IC codes flights;
- (ii) FFP Member will get 500 bonus points by recommending Flying Returns to their friends;
- (iii) Flying Returns members can redeem their mileage points for an upgrade to the next higher class on both domestic and international flights;
- (iv) FFP members can avail of discounts between 35-50 percent for stay and 25 percent on food and beverages in ITDC hotels; and
- (v) FFP members can avail exclusive discounts when dining at select restaurants in major Indian cities.

(c): Does not arise.