

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:396

ANSWERED ON:14.03.2012

WEANING AWAY OF PASSENGERS BY PRIVATE AIRLINES

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Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether any concrete steps have been taken to keep pace with the weaning away of air passengers by the private airlines;
- (b) if so, the details of such steps taken during each of the last three years and the current year;
- (c) the details of performance of Air India for on-time departure and arrival as compared to other domestic and international airlines during the above period; and
- (d) the specific steps taken to improve the performance of Air India and to enable it to compete with private airlines?

Answer

MINISTER OF CIVIL AVIATION (SHRI AJIT SINGH)

(a),(b)and(d): Steps initiated by Air India to keep pace with weaning away of air passengers by private airlines as also to improve the performance of Air India and compete with private airlines are as under:

Corporate House Agreements have been tailor made to suit to the specific requirements of Corporate including Govt. Banks and Public Sector Undertaking to welcome back executives to travel on their brand new fleet of aircraft operated on non stop direct international flights and domestic flights. Super Saver tickets in various denominations have been introduced to attract frequent flyers. Holiday packages have been offered covering wider destinations to appeal to the leisure passengers. Corporate image and Network related advertisements released to revitalize the brand. The advertisements include `Most trusted Brand award` awarded by Brand Equity, `Jode Apnonko Jode Bharatko`,`Har Sapne ke badi Udaan`,`Unstoppable` etc.

Air India has formulated number of schemes to improve the occupancy factor of First and Business/Executive class. Corporate House Agreements have been signed with many corporate in India and Abroad, as Local and Global deals by offering special fares for their travel in First and Business class, especially. `Platinum Pass` scheme has been launched for unlimited travel in Executive Class.`Super Saver tickets for travel in Executive class` in various denominations introduced targeting frequent fliers. `Get Upfront` scheme has been launched to induce the passengers` last minute at airports, to upgrade themselves into Executive class by paying very nominal amounts. First and Business Class facilities have been highlighted by releasing an advertisement `Your Business Lounge in the Sky`, by highlighting the special features of these classes to their esteemed customers.

Website has been made more users friendly. Tide up with Google to lead customers who are searching on any travel related information, on to Air India website, to make them aware of Air India website and induce them to navigate the web, thereafter buy online. Introduced web sales promotional scheme known as `Click & Save` by offering attractive discount on basic fare, if the ticket is bought through Air India web site. Also introduced, `Get Lucky` scheme, to reward every 100 Passenger buying ticket using Air India website.

(c): During the last three years and the current year the details of On Time Performance of Air India and other Indian carriers are as follows:

Airline On Time Performance(%)

2009 2010 2011 2012

Air India 73.7 73.5 73.7 63.8

Jet Airways	75.8	84.7	91.1	85.2
JetLite	72.4	83.0	88.5	83.9
Kingfisher	83.1	86.3	90.7	90.0
Spicejet	79.3	74.6	82.8	80.1
Go Air	80.5	75.9	87.3	72.3
IndiGo	83.2	85.0	88.8	80.3

Data for year 2009 is from June

Data for year 2012 is for Jan.

Data for Air India is for domestic operations.