

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:210
ANSWERED ON:19.11.2009
DECREASE IN FREQUENCY OF AIR INDIA FLIGHTS
Reddy Shri Anantha Venkatarami

Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether Air India has decided to stop flying on some national and international routes which are unprofitable;
- (b) if so, the routes identified in this regard; and
- (c) the other steps Air India propose to take to effect its economy?

Answer

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

(a) and (b): Yes, Sir. NACIL is reviewing its network strategy with an objective to improve the overall economics of operations with the help of experts. During the past one year or so, NACIL has withdrawn flights on the following International and Domestic routes: Amritsar-Birmingham, Delhi-Los Angeles, Mumbai-Dar-E Sallam, Delhi-Seoul, Mumbai-Seoul, Ahmadabad-Sharjah, Chennai-Bangkok, Hyderabad-Bangkok, Nagpur-Bangkok, Guwahti-Banbgkok, Delhi-Kuala Lumpur, Bangalore- Sharjah, Delhi-Lahore, Goa-Sharjah, Chennai-Sharjah, Trichi-Sharjah, Delhi-Sharjah, Bahrain- Cochin, Bahrain-Calicut, Doha-Cochin, Doha-Calicut, Calicut-Kuwait, Calicut-Muscat, Cochin- Muscat,Ahmedabad-Kolkata, Ahmedabad - Jaipur, Mumbai- Vadodara, Hyderabad-Nagpur, Calicut-Chennai and Trivandrum - Trichi.

(c): The steps taken by NACIL to improve its revenue earnings are:

- (i) Induction of new aircraft in Air India fleet;
- (ii) Increase in fares in all classes on all domestic & Westbound international sectors in tune with market dynamics;
- (iii) Efforts have been intensified to attract high yield traffic from Corporate Houses;
- (iv) Introduction of innovative schemes in the market to stimulate traffic in lean seasons as well as to wean away business from competition;
- (v) Promotion of web sale of tickets to reduce Distribution costs;
- (vi) Air India has been designated as the official Carrier for the 2010 Commonwealth Games & Negotiations are underway with the relevant authorities to procure travel of the athletes, their families on Air India as well as to promote tourist travel on Air India during the event.
- (vii) Formation of Preferred Agents Club consisting of 300 agents to increase market share;
- (viii) Withdrawal/restructuring of services on loss making routes.