

AIR INDIA INTRODUCES iCOUPON TO ENHANCE CUSTOMER CONVENIENCE DURING UNINTENDED DISRUPTIONS

London, 28TH May 2024: Air India, India's leading global airline, has been working towards introducing cutting edge technology and solutions to enhance customer experience. Recently the airline introduced digital refreshment vouchers in collaboration with iCoupon, a digital vouchering solutions provider, to address unintended disruptions.

This initiative was launched as part of a pilot phase for passengers travelling to and from three major UK airports: London Heathrow, London Gatwick, and Birmingham.

Using iCoupon technology, Air India can issue digital vouchers that are automatically linked to the barcode on the passengers' boarding pass. Retailers at these UK airports can scan the boarding passes to redeem the vouchers, enhancing passenger convenience and providing a smoother experience during unintended disruptions.

Customers can simply scan their boarding passes at participating outlets, to redeem against refreshments of their choice, for flight delays exceeding 120 minutes. Customers will be notified on SMS and email, alongside help and guidance of how and where to use their vouchers.

Commenting on the launch, **Rajesh Dogra, Chief Customer Experience Officer, Air India**, said, *"In a first-of-its-kind move by an Indian airline, our partnership with iCoupon aligns with our commitment to prioritise passenger satisfaction and convenience. We are continuously working towards enhancing customer-facing digital experiences to ensure a comfortable journey for our guests even when faced with unanticipated disruption."*

Richard Bye, CEO of iCoupon said, "Air India's initiative to further enhance their passenger experience at what is usually a stressful period of time, is admirable and we're very happy to welcome them to our fleet of airline partners around the world."

About Air India:

Founded by the legendary JRD Tata, Air India pioneered India's aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive domestic network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of *Vihaan.AI*, with an ambition to become a world class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics. These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others. A member of Star Alliance, the largest

global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

PRESS CONTACTS:

About iCoupon:

iCoupon is a market-leading intelligent vouchers company with a global presence, specialising in the provision of digital vouchers services within the aviation industry and beyond. Collaborating with an extensive network of 150+ airlines, spanning across 250+ airports and 2,500+ retail establishments, their aim is to share value and place it where it counts. iCoupon leverages its unique technology to facilitate the seamless distribution of intelligent vouchers by airlines, airports, ground handlers and retailers directly to passenger boarding passes, enhancing the value-sharing experience.

iCoupon's automated solution marks a transformative shift; ultimately rendering physical vouchers in airports obsolete. It empowers the issuance of vouchers of varying values directly onto the boarding pass whether they reside on mobile devices or printed versions. These vouchers serve multiple purposes, from compensation and promotions to loyalty and rewards, even extending to meal entitlements for staff and crew. iCoupon has established itself as the industry standard for intelligent vouchers at airports, offering travellers a hassle-free, contactless, and environmentally friendly alternative to traditional vouchers methods.

Founded in 2015 in Manchester, United Kingdom, iCoupon operates in collaboration with partners across the globe, streamlining the airport vouchers process. To date, iCoupon has proudly issued over 1 billion vouchers for leading airlines, airports, partners, and retailers. Notable clients include the likes of the Lufthansa Group, SAS, Wizz Air, Menzies Aviation, Ryanair, Aer Lingus, Norwegian, AirFrance KLM, Swissport, SSP Group, and Lagardère.