

AIR INDIA'S FLAGSHIP A350 MAKES ULTRA LONG-HAUL DEBUT ON DELHI-NEW YORK (JFK) ROUTE

- Only non-stop flights between India and USA to offer private suites in Business Class
- Introducing Air India's new Premium Economy cabin on Delhi-New York (JFK) route
- Rollout of on-board Wi-Fi soon
- Services between Delhi and Newark Liberty Airport (EWR) to follow from January 2, 2025

GURUGRAM, 01 November 2024: Air India, India's leading global airline, has introduced its flagship A350-900 aircraft on daily, non-stop flights between Delhi and New York's John F Kennedy International Airport (JFK). This will be followed by a 5x weekly A350 service from Delhi to Newark's Liberty International Airport (EWR) commencing January 2, 2025.

With these deployments, Air India introduces to travellers visiting the New York region its all-new interiors, including private suites in Business Class and a Premium Economy cabin, as well as an award-winning new Inflight Entertainment (IFE) system, enhanced catering, and new serviceware.

The deployment of this flagship product, which also recently commenced on the Delhi-London Heathrow route, marks a significant milestone in the airline's post-privatization transformation program.

Introducing Air India Premium Economy

The A350 deployment brings Air India's Premium Economy experience for the first time on the Delhi-New York route, offering 24 extra-legroom seats in a 2-4-2 configuration in a dedicated, upscale cabin.

Only non-stop carrier from India to USA to offer private suites with sliding doors in Business Class

Air India's A350 aircraft features a Business Class with 28 private suites in a 1-2-1 configuration, each accommodating a full lie-flat bed. Each suite offers direct aisle access, sliding privacy doors, and a personal wardrobe. Air India, thus, becomes the only non-stop carrier between India and the United States to offer private suites with sliding doors in Business Class.

On-board Wi-Fi coming soon

Air India is preparing to launch its new inflight connectivity service on international flights operated by the A350. The service is expected to be launched in the coming weeks, enabling guests to use Wi-Fi on their own devices and stay connected.

The all-new Air India experience

The A350 flights offer travellers an elevated on-board experience, featuring enhanced meal menus, new serviceware, new bedding, and updated amenity kits for Business and Premium Economy guests, exclusively designed by Ferragamo and TUMI, respectively.



The seats across all cabins on the A350 come with the latest-generation Panasonic eX3 IFE system and HD screens that offer more than 3,000 hours of entertainment content from around the world in 13 international and 8 Indian regional languages.

Campbell Wilson, Chief Executive Officer & Managing Director, Air India, said: “The A350 is not just another aircraft for Air India; it is a symbol of the “new Air India” that is emerging through our 5-year *Vihaan.AI* post-privatisation transformation program.

Guest feedback on the aircraft and new customer experience has been exceptionally positive since it was launched on the Delhi-London Heathrow route in September, so we are excited to now bring it to New York.

We are also looking forward to commencing the full interior refit of existing aircraft in 2025 which, together with the hundreds of new aircraft on order, will take Air India to new heights.”

NOTES TO THE EDITOR

NEW SOFT PRODUCTS ON A350 FLIGHTS

Exclusively designed Business class amenity kits by Ferragamo: Encased in a bespoke presentation bag with unique motifs, Air India’s new Business Class amenity kit includes Ferragamo body lotion, hand cream, and lip balm, comfortable socks, a plush eye mask, and a specially designed Air India keepsake.

Refreshed Premium Economy amenity kit by TUMI: Air India has updated its TUMI amenity kit for Premium Economy guests, which includes skincare essentials by the renowned Swedish label, Verso.

Comfortable sleepwear: Business Class guests enjoy Air India’s refreshed loungewear and plush velour slippers. Keeping style and sustainability as key considerations, Air India’s new loungewear is made from blended with cotton for extra softness and breathability.

Comfortable, sustainable, and luxe bed linen: Business Class guests are provided specially made and designed bed linen, inspired by the airline’s new global brand identity. This includes bespoke duvets that are sustainable and lightweight, and mattress toppers crafted with premium multi-layer material, including a memory foam layer, that enhance long-haul sleep experience in the skies.

Wool-blended blankets: The blankets for Business Class guests are made of premium wool blend, bespoke to Air India in its new identity. The delicate jacquard border and the motif are inspired by the traditional Sozni embroidery from Jammu & Kashmir. Premium Economy and Economy Class guests enjoy the comfort and warmth of twill-weave cabin blankets designed to reflect the new brand elements.

New serviceware: The exquisite collection of Air India’s new serviceware blends lightweight and durable materials with subtle brand elements like the intricate Mandala patterns and India-inspired designs for a luxurious and culturally rich dining experience. The uniquely India-inspired, tiffin box-shaped, salt pepper cruet set in gold finish is delights guests from around the world.

NEW IN-FLIGHT ENTERTAINMENT SYSTEM

The full suite of the new IFE content features over 3000 hours of entertainment content across formats and genres, including 1400 hours of movies, 850 hours of TV, and 1000 hours of audio, for today's discerning travelers.

The largest library of Indian content in the skies: Air India guests will be able to choose from over 300 Indian movies spanning decades and genres. The new content catalogue offers a rich spectrum of regional cinema with 120 Indian regional movies in eight languages, in addition to a host of popular and engaging web series and digital content.

Hollywood blockbusters: The Hollywood collection will cater to all tastes, offering close to 300 Hollywood movies, including BAFTA and Oscars-winning titles.

International favourites: Air India's global cinematic repertoire spans 13 languages, including French, Spanish, German, Mandarin, Cantonese, Indonesian, Japanese, Korean, Portuguese and Slovenian, among others, featuring critically acclaimed films from around the world.

TV and digital content: Air India's in-flight library boasts a staggering 1400+ episodes of Western, Indian and International TV shows and digital content, spanning an array of genres and categories. Guests will be able to enjoy content from 'behind-the-wall' as Air India's new IFE will feature a selection from the biggest streaming and OTT platforms, including Paramount+, HBO, Sony Liv, Hulu, etc as well as an extensive library of content from Vogue, GQ, The New Yorker etc topping it up with over 20 full series for the ultimate onboard binge.

Audio: Air India Radio brings celebrity interviews, artiste specials, trivia, podcasts, and music. The music collection offers over 1200 choices, including 190+ curated playlists, and an expansive album collection that spans genres and eras, from Pop and Rock to Jazz, Western Classical, Bollywood, Ghazals, Hindustani & Carnatic Classical, Indipop, Indian Regional, Relaxation and much more.

Kids Zone: Young flyers will enjoy an extensive selection of over 100 hours of curated audio and video content, divided into three dedicated sections: Pre-School, Kids, and Teens.

About Air India:

Founded by the legendary JRD Tata, Air India is a pioneer of Indian aviation. Since its first flight in 1932, Air India has built an extensive global network that spans 29 countries across five continents, connecting India with major destinations in USA, Canada, UK, Europe, Africa, Asia Pacific, Australia, and the Middle East.

After its homecoming in 2022, from the Government of India to the Tata group, Air India embarked on Vihaan.AI, a five-year transformation journey, with a vision to be a global airline with an Indian heart. The first two phases of this transformation, 'Taxi' and 'Take-off', were focused on fixing the basics and building foundations for growth. The airline has now entered the 'Climb' phase, which will focus on achieving excellence in operations and customer experience.

A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity to passengers as a full-service global airline, while its wholly owned subsidiary Air India Express operates as a low-cost airline flying within India and nearby countries.

PRESS CONTACTS:

Ronit Baugh
ronit.baugh@airindia.com

Ranjini Majumdar
airindia@adfactorspr.com