

Amadeus and Air India sign new distribution agreement

Travel sellers in India will have access to the airline's full international content, while travel sellers in the rest of the world will have access to the full range of Air India's content, both domestic and international. The new agreement represents a significant stepping-stone for an extended, long-term relationship between both companies.

6th January 2020 - The dynamic Indian travel industry has been going through a unique transformation over the last few years. Travel and spending power are both increasing, as are the expectations of Indian travelers. For airlines to ride this wave of growth and reach their potential, the right partnerships with leading global companies will be essential to success.

Given this, Amadeus and Air India are pleased to announce that the airline will benefit from the world's largest and most diverse travel seller community, using the best professional sales technology, underpinned by the Amadeus Travel Platform. Travel sellers in India will have access to the airline's pure full international content only, while travel sellers in the rest of the world will have access to the full range of Air India's content, both domestic and international. Working with Amadeus will help accelerate the airline's growth in 2020 and beyond, an important step in the airline's vision and renewed relationship with Amadeus.

Meenakshi Mallik, Commercial Director, Air India said: "We are pleased to renew our relationship with Amadeus to support our growth strategy globally and hope that this is the first step in our new journey together. We look forward to working closer with Amadeus to support agencies and travelers in the future."

Cyril Tetaz, Executive Vice President, Airlines, Asia Pacific, Amadeus says: "We are glad to once again work with Air India and play a positive role in the airline's growth strategy. Amadeus' simple, open and agile system will allow Air India to innovate, experiment and collaborate to create new products which will add value to customers and create upsell or cross-sell opportunities."

About Air India

Air India is India's national carrier with wide domestic and global presence. It operates flights to 83 domestic and 44 international destinations, carrying annually 25 million passengers. It's an old, well recognized and trusted brand which has been around for over seven decades.

To find out more about Amadeus please visit www.amadeus.com

Contact details:

About Amadeus Travel powers progress. Amadeus powers travel. Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways. We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need.

We help connect over 1.6 billion people a year to local travel providers in over 190 countries. We are one company, with 19,000 employees across 70 offices. We have a global mindset and a local presence wherever our customers need us. Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. The company is also part of the EuroStoxx50 and has been recognized by the Dow Jones Sustainability Index for the last eight years. To find out more about Amadeus, visit www.amadeus.com

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