

**GOVERNMENT OF INDIA  
CIVIL AVIATION  
LOK SABHA**

UNSTARRED QUESTION NO:1026  
ANSWERED ON:08.12.2003  
AMERICAN EXPRESS CARD FOR I.A. TRAVELLERS  
UMMAREDDY VENKATESWARLU

**Will the Minister of CIVIL AVIATION be pleased to state:**

- (a) whether Indian Airlines and American Express have jointly launched a card with global validity for air travellers;
- (b) if so, the details thereof;
- (c) the benefits of this card;
- (d) whether it is expected to boost the market share of Indian Airlines; and
- (e) if so, the details thereof indicating the extent of increase expected?

**Answer**

MINISTER OF STATE OF THE MINISTRY OF CIVIL AVIATION ( SHRI RAJIV PRATAP RUDY )

(a): Yes, Sir.

(b): The Gold Card has no pre-set spending limit, is globally valid and provides for one free supplementary Card. The joining fee for the card has been waived.

(c): The benefits to the Air Travellers who opt for this card include:

- Free enrollment into the Flying Returns Frequent Flier Programme.
- Access to Indian Airlines lounges wherever available,
- Extra excess baggage allowance,
- Free tickets on quantum spend,
- Discount on tickets purchased using the above card,
- Baggage Loss insurance,
- Purchase protection insurance,
- Travel accident insurance,
- 24 hour customer service in top 5 cities in India,
- Global assist (emergency medical and legal referrals),
- Emergency Card replacement
- usually within 2 business days,

(d): Yes, Sir.

(e): The card targets the affluent customer segment and is expected to bring about a share shift in Indian Airlines favour in this segment. However, with the multiplicity of schemes in the market, it is difficult to predict the extent of share shift.