

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:4410
ANSWERED ON:22.12.2005
NET UTSAV SCHEME
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Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether the Indian Airlines has recently launched a Net Utsav Scheme;
- (b) if so, the details thereof; and
- (c) the extent upto which the scheme proved to be beneficial to the company?

Answer

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

(a) and (b): Indian Airlines had launched the Net Utsav Scheme from 30th August, 2005 to 25th October, 2005 as incentive to the passengers who book tickets online through their website and travel against the Netickets. The schemes was open to passengers purchasing neticket on Bangalore- Mumbai, Delhi-Bangalore and Delhi-Mumbai and vice versa sectors, and also entitled them certain incentives in the form of free tickets and additional bonus points etc.

(c): The scheme enabled Indian Airlines to promote its `Neticket` product in the market as a distribution medium for ticket sales as well as to promote Indian Airlines` product on the specified sectors, where it was facing competition.