

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:371
ANSWERED ON:02.12.2004
SPECIAL SCHEME FOR CUSTOMERS
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Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether Indian Airlines has formulated any special scheme for attracting their customers;
- (b) if so, the details thereof; and
- (c) the amount of profit likely to be earned by the Air Lines by this scheme every year?

Answer

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

(a) and (b): Indian Airlines constantly endeavours to upgrade and add value to the product offered to the passengers. In order to remain competitive Indian Airlines introduces market driven schemes taking into account factors like seasonality, supply and demand equation etc. Based on the above factors, which are highly dynamic in nature, Indian Airlines launches short term promotional schemes from time to time. Some of the promotional schemes are as follows:

- (a) Corporate House Scheme.
- (b) Smart Super Saver.
- (c) Super Saver - International.
- (d) Indian Airlines - Taj Offer
- (e) Frequent Flyer Programme
- (f) Holiday Packages - IA Flyaways
- (g) APEX Fares
- (h) Positioning Flight Fares (PFF).
- (i) Fly-Select Fares.
- (j) EMI Scheme
- (k) IC - Amex Co-brand Credit Card.
- (l) IC - ALBN AMRO Co- brand Debit Card.
- (m) Bid and Fly
- (n) on-line Booking & Website
- (o) Neticket
- (p) J Smart
- (q) IA family Ticket.

(c): The product upgrades and commercial initiatives taken have enabled Indian Airlines to remain competitive, to stimulate the market by creating new market segments and to provide value enhanced services to passengers. It is, therefore, difficult to quantify the financial impact of these promotional scheme.