

## INDIGO AIRLINES

RULING THE SKIES

**T**he largest passenger airline and the unique vision of making economical travel a possibility, IndiGo has become a popular choice in the domestic air travel market, capturing a whopping share of 35%.

Indigo has grown from a carrier with one plane to a fleet of 141 aircrafts.

Despite the huge competition, Indigo is the primary choice for passengers.

### SOARING TO NEW HEIGHTS

The first consignment for the Airbus aircraft that IndiGo received was on July 2006, which took its first flight on 4 August 2006.

By the end of 2006 the airline had acquired 6 aircrafts and in 2007, nine more carriers were added to the arsenal.

The year 2010 proved to be a milestone year for the company as it replaced Air India as the third largest

airline in India and gained a market share of 17.3%.

By March 2012, Indigo was the most profitable airline company in India and also became the second-largest airline company.

In August 2015, IndiGo placed an order for 250 Airbus A320neo aircraft worth \$27 billion, making it the largest single order ever in the Airbus history.

### LOW-COST FOR THE LONG HAUL

IndiGo is known for its economical and comfortable services. Though easily affordable, the airline has never compromised with luxury or timeliness. And so, IndiGo has become one of the fastest growing low cost carriers in the world and is the most profitable airline in India.

IndiGo, has struck the bulls-eye of air travel business – by operating a single type of aircraft and providing similar



seating configuration, they have simplified crew training and maintenance.

Ensuing bulk deals and various business techniques, that are not only enticing to the budget but also effective in the aftermath has helped the airline hold a grip in the business.

### DOING THEIR BIT

IndiGo's CSR initiative –

IndiGoReach, focuses on children and their education, women empowerment and environment; which works towards reforming the society, globally.

The glorious journey of the airline has brought many feathers in its cap. IndiGo continues to lure passengers around the world with its top-notch services and outreach.