

GOVERNMENT OF INDIA  
MINISTRY OF CIVIL AVIATION  
LOK SABHA  
UNSTARRED QUESTION NO. : 857  
(To be answered on the 20<sup>th</sup> July 2017)

PASSENGERS TRAVELLING BY AIR INDIA

857. SHRI RAYAPATI SAMBASIVA RAO

Will the Minister of CIVIL AVIATION  
नागर विमानन मंत्री

be pleased to state:-

- (a) whether any major steps have been taken during the last three years to ensure that the national airline keep pace with other private airlines, which have weaned away major chunk of air passengers;  
(b) if so, the details thereof;  
(c) if not, the reasons therefor; and  
(d) the steps taken by the Government which have resulted in increase of air passengers towards national airlines?

ANSWER

Minister of State in the Ministry of CIVIL AVIATION  
नागर विमानन मंत्रालय में राज्य मंत्री

(Shri Jayant Sinha)

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- (a) & (b): During the last three years Air India had initiated number of steps which, inter-alia, include the following:
- Introduction of New Routes.
  - Preferred seat selection on domestic and international routes.
  - Flash Sale of seats to increase revenues and PLF.
  - To utilize unsold inventory/launching of airfare equivalent to Rajdhani IIAC fare on select sectors.
  - Dynamic pricing and introduction of Advance Purchase fare.
  - Various sales and Marketing Initiatives.
- (c): Does not arise in view of (a) and (b) above.
- (d): Government had approved a Turnaround Plan (TAP) / Financial Restructuring Plan (FRP) for operational and financial turnaround of Air India. The TAP/FRP provides equity infusion of Rs.30231 crores upto 2021 subject to achievement of certain milestones as laid down in the TAP/FRP. The Company has made substantial progress in both Operational as well as Financial Areas as per TAP Milestones. As a part of the Turnaround Strategy for Air India Ltd., the company, with the overall support of the Government, has initiated a number of steps in order to cut costs and losses. These steps, inter-alia, include the following:
- Route rationalization of erstwhile AI & IA route and elimination of route network involving parallel operations.
  - Rationalization of certain loss making routes.
  - Enhanced utilization of new fleet resulting in production of higher Available Seat Kilometers (ASKMs).

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