

**GOVERNMENT OF INDIA
MINISTRY OF CIVIL AVIATION
LOK SABHA
STARRED QUESTION NO. : 149
(To be answered on the 20th December 2018)**

AIR INDIA'S MARKET SHARE

***149. SHRI NAGAR RODMAL
SHRI JANARDAN MISHRA**

Will the Minister of CIVIL AVIATION

नागर विमानन मंत्री

be pleased to state:-

- (a) whether Air India has been nudged out from top three positions in market share;**
- (b) if so, the reasons therefor along with the reasons for the decline in the number of passengers regularly; and**
- (c) the various steps taken by the Government to improve the quality index of Air India?**

ANSWER

Minister of State in the Ministry of CIVIL AVIATION

नागर विमानन मंत्रालय में राज्य मंत्री

(Shri Jayant Sinha)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.149 TO BE ANSWERED ON 20.12.2018 REGARDING AIR INDIA'S MARKET SHARE TABLED BY SHRI NAGAR RODMAL, MP AND SHRI JANARDAN MISHRA, MP

(a) & (b): Air India was nudged from top 3 position in Domestic Market Share only for the month of September 2018 and regained its position in Top 3 in October 2018. Air India's domestic capacity declined marginally in September 2018 as compared to September 2017 due to temporary deployment of aircraft for Haj Operations and maintenance constraints, leading to reduced availability of aircraft. There has been no regular decline in number of domestic passengers travelling by Air India. Cumulatively, Air India carried 146.26 lac passengers during April-October 2018 compared to 126.86 lac passengers during April - October 2017, an increase of 15.3%.

(c): Air India Specific Alternative mechanism (AISAM) in its meeting held on 27.11.2018 has decided that Core Group of Secretaries on Disinvestment (CGD) will review measures being taken for Operational efficiency of Air India Limited on the performance parameters finalized, on quarterly basis.

The various steps taken by the Air India to improve the quality index include:

1. Inflight Passenger Amenities and Services

(i) Launch of Maharaja Direct - Inflight Product upgrade to enhance the passenger satisfaction in premium Class on Long Haul flights.

2. Marketing:

(i) Deployment of brand new A320-Neo aircraft on domestic routes.

(ii) Promotional fares on Air India website

(iii) Flash Sale during lean season

(iv) Upgrade for Sure Scheme Upgrade to Business Class on confirmed basis within 24 hrs on payment of applicable charge.

(v) Get Upfront Scheme- Upgrade to First and Business class, subject to availability at the airport at a modest charge.

(vi) Preferred Seat selection Scheme in economy class selection of preferred seats for a nominal fee.

(vii) Upgrade Lite Scheme launched at Delhi Airport:- option for passenger to bid online for an upgrade with a preset reserve price.

3. Ground Handling:

(i) Rigorous Monitoring of On Time Performance (OTP) by top management and Ministry of Civil Aviation.

(ii) Improved flight safety in Ground Handling - Safety Assessment of Foreign Aircraft (SAFA) Ground Handling related findings brought down

from 35% in 2015 to 7% in 2016 and 0% in 2017.

(iii) Improved Baggage Handling - The mishandling of baggage due to various reasons brought down to 3/1000 pax from as high as 7/1000 pax in 2015 as against Industry avg. of 6/1000 pax.

4. Traffic Services:

(i) Successful IATA Operational Safety Audit (IOSA) Aug 2017

(ii) Successful STAR Alliance ASV (Assisted Self Verification) Audit by Shenzhen Airlines at Delhi Airport - May 2018.
