



In-Flight Advertising Proposal for IndiGo

Why Airline Media???



Because.....

Reach high net worth captive customers for distraction free viewing of your ads for 1 – 5 hrs.

High dwell time allows for a greater depth of engagement with a captive audience, greater levels of recall, retention and higher levels of motivation and brand empathy.

Studies show that over 80% people who saw Inflight Advertisements during their flight were able to recall the brand/message with over 35% increase in intent to purchase.

No other traditional advertising media is able to achieve even half the unaided recall of in-flight advertising.

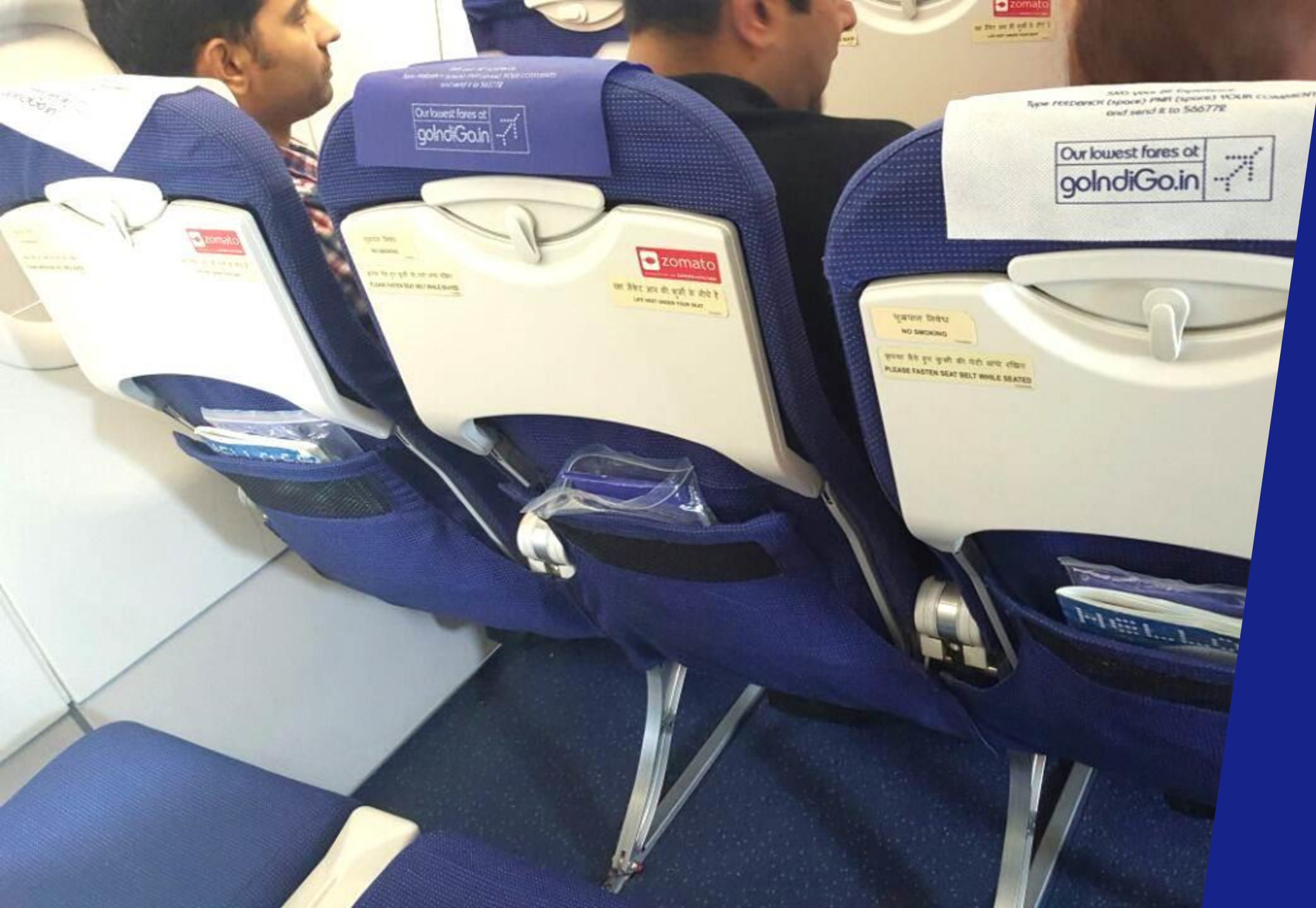
Best way to reach out to both the Business Traveller as well as the Leisure Traveller.



Meal Tray Graphics

Tray table branding is highly visible to every passenger who opens the tray table either to eat or work in an uncluttered, captive environment.

The entire interior of the tray table can be used to bring your brand and message to life as well as captivate the passengers by helping them understand the uniqueness of the median.



A teaser graphic is placed on the outside of the tray table (upper right corner) which is visible to passengers when the tray is closed and in the upright position.

This encourages passengers to open the tray table and increases the visibility of the media.

On average 85% of IndiGo passengers open their tray tables during the flight.

Commercial: Meal Tray Graphics



Advertising Type	Qty	Rate (Rs.) Per Aircraft/Per Month	Production (Rs.) Per Aircraft
Meal Tray Graphics	1 Aircraft	175,000/-	100,000/-

162 Meal tray graphics in each Aircraft, none on the front rows and the emergency exits

Taxes as applicable. Lead Time: 3-4 weeks.

*Graphics Printed in U.S.A.



Tarmac Coaches

A combination of 8 large format advertising panels and 20 -25 grab handles bring your brand alive inside the Tarmac coaches

Grab Handle

Each coach on average ferries 50 passengers per trip and makes 40 - 80 trips a day, constantly ferrying the passengers between the terminal and the aircraft.

Each grab handle will be double sided for increased visibility.

Every month approximately 3.2 million passengers pass through all the coaches. Each passenger passes through the coach twice, once during departure and once on arrival.



Tarmac Coaches — Internal



Advertising Type	Qty	Rate (Rs.) per coach/per month	Production (Rs.) per coach
Coach Internal Branding	25 — 30 grabs, 8 Panels per Bus		
Tier 1 — Delhi / Mumbai / Bangalore	“	90,000 Per Coach	8,000
Tier 2 — Chennai / Hyderabad / Kolkata	“	75,000 Per Coach	8,000
Tier 3 - Other Cities	“	40,000 Per Coach	8,000

*Taxes Extra as applicable

Ad space on Panel (Acrylic) 2 different sizes : 100cm(w) * 20cm (h), & 90cm(w) * 18cm(h),

Ad space on Hand Grab : 13cm (w), 7.5 (h)

Lead time 2-3 weeks.

Boarding Pass

They are perfect to cover all the passengers of an airline. Extremely popular across the world and are available at extremely low cost per contact. Cost effective, efficient and personalized. Approximately over **3 million Boarding Pass** are printed every month.

Minimum **3 touch points where the boarding passes** will be seen by a passenger: Check - In, Security Check and while boarding.





Baggage Tags

Baggage Tags are perfect to cover all the passengers of an airline. Cost effective, efficient and personalized.

Baggage Tags can be customised in the shape of your product / brand.

Approximately **3.5 million Baggage Tags** are printed every month. Minimum **2 touch points** - Check In and Security Check.

The Tags are personally tied by the passengers on their bags and lot of passengers retain the tags on their hand baggage for a considerable amount of time. They are removed personally by the passenger on reaching their destination.

Commercials: Boarding Passes and Baggage Tags

Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
(per cycle / month)			
Boarding Passes			
Domestic	3.0 million	60.0 lac	Inclusive
International	0.3 million	5.0 lac	Inclusive
Baggage Tags	3.5 million	30.0 lac + 3.0 lacs for Customization	Inclusive for Standard, Custom design extra

Taxes as applicable

Lead Time: Boarding Passes, Baggage Tags, 2-3 weeks.

Custom Design Possible in baggage tags



Inflight Sampling

The Best way to engage high fliers for a new-to-be-launched product or get them to taste / experience your product which has already been in the market. Results in Goodwill for the brand and an amazing recall value from its target audience. This is an absolute WIN WIN situation of all. And the options to explore this Media are plenty — From Sim Cards to Brochures, Cookies to Chocolates, Toothpaste to perfume samples.....

Commercials: Inflight Sampling



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
(per cycle / month)			
Inflight Sampling	2,00,000	3.50 — 5.0 per sample	-

Inflight Sampling can be done on the entire fleet of IndiGo.

A generic announcement may be made informing passengers about the sampling.

Sampling can be taken along with Meal Tray Graphics for increased visibility.

Taxes Extra as applicable
Sampling Cost depends on the weight, volume and quantity of the sample
Min Sampling Quantity — 5.0 lacs
Lead time 2-3 weeks.

Glasses – Water & Hot Beverages

Beverage cup branding is one of the most direct forms of Advertising.

Complete 360* branding is possible on the disposable beverage cups.

	Monthly Quantity	Rate (Rs. Per glass)
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Water:	2.5 million	1.0/-
Hot Beverage:	0.6 million	2.0/-

Lead time 2-3 weeks, Production Inclusive, Taxes Extra



Hello 6E 6E World

Hello 6E & 6E World are the inflight shopping catalogues of IndiGo and are the only reading material available in the flight.

Passengers usually browse for an average of 25-30 minutes.

Limited advertisement pages ensures high visibility.

Great way to target all the passengers.

Burnt UMBER

We are mad about quality



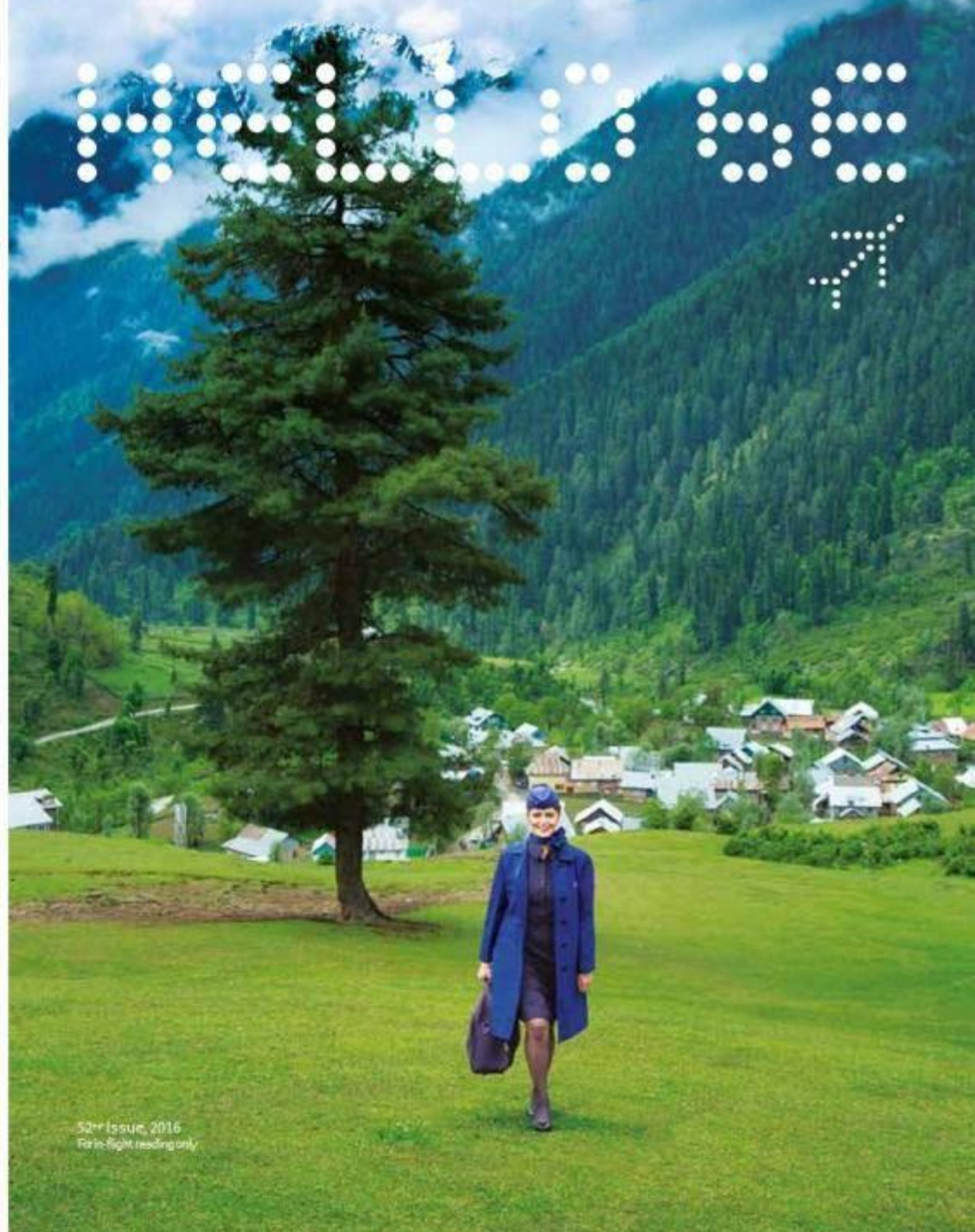
**Get hot
this summer**
Discover a cooler way to look hot
this summer.

Available at **Agarwal Store** | **Chandigarh** | **Options** | **Mumbai - Juhu, Loharekhal** | **Mumbai - Colaba** | **Chennai** | **Coimbatore** | **Delhi - Panchsara, Model Town II** | **Hydrabad** | **Jammu** | **Kolkata** | **Lucknow** | **New Delhi** | **Surat** | **Vadodra** | **Bangalore** | **Bhopal** | **Bhubaneswar** | **Cuttack** | **Dehradun** | **Gurgaon** | **Hydrabad - Old City** | **Jaipur** | **Kolkata - Park Street** | **Ludhiana** | **Mumbai - Colaba** | **Mumbai - Worli** | **Mumbai - Lower Parel** | **Mumbai - Linking Road** | **Mumbai - Marine Drive** | **Mumbai - Nariman Point** | **Mumbai - Powai** | **Mumbai - Santacruz** | **Mumbai - Vashi** | **Noida** | **Pune** | **Rajkot** | **Surat** | **Vadodra** | **Varanasi** | **Yashwantrao Chavan** | **Thiruvananthapuram** | **Thiruvananthapuram - Kizhappilly** | **Thiruvananthapuram - Kuttanad** | **Thiruvananthapuram - Mavelikkara** | **Thiruvananthapuram - Palanchari** | **Thiruvananthapuram - Punalai** | **Thiruvananthapuram - Thalassery** | **Thiruvananthapuram - Thiruvananthapuram**

Regular and large sizes also available at **designpost** store - RK Salas, Chennai | R City Mall, Mumbai

Available at **o JADE BLUE**

Burnt UMBER Exclusive store: (Plus sizes also available)
No 12 & 13, Topiwala Building, Next to TTC Grand Central, Dr Babasaheb Ambedkar Road, Parel, Mumbai. Ph: +91 22 24127320,
Next to Persian Darbar, Linking Road, Bandra (W), Mumbai 400050. Tel: +91 22 26559556 | Shop No 100, Heera Panna Shopping Arcade, Haji Ali, Mumbai. Tel: +91 22 23511945,
Online partner: www.burntumberfashion.com | For trade enquiries: trade@burntumberfashion.com



5th Issue, 2016
For in-flight reading only

Commercials: Hello 6E & 6E World



Advertising Type	No of Passengers (per month)	Rate (Rs. per)	Production (Rs.)
Hello 6E	2.8 million	Normal Pate — Rs 4.25 lac Inner Front Cover — Rs 8.50 lac Inner Back Cover — Rs 8.50 lac Back Cover — Rs 10.50 lac	-
6E World	150,000	Normal Pate — Rs 1.75 lac Inner Front Cover — Rs 4.50 lac Inner Back Cover — Rs 4.50 lac Back Cover — Rs 5.50 lac	-

Hello 6E / 6E World Specifications:
 Format: EPS or PDF | Size (bleed) 19.7 cm (w) x 25.4 cm (h) | Size (non bleed): 16.9 cm (w) x 22.6 cm (h) | Margin: 5 mm on all sides

Lead Time: 3 weeks
 Taxes Extra

IndiGo™

Call 0 99 10 38 38 38 or +91 194 6613838

INTERCARRIER AVIATION LTD/INDIGO01: Global Business Park, Gurgaon, Haryana, India

IndiGo Passenger(s)							
1. A Test		2. B Test		3. C Test			
4. D Test							
IndiGo Flight(s)							
Date	Departs	From	To	Via	Flight	Dep. Terminal	Arrives
31Dec14	06:30	Delhi	Mumbai		6E 171	1	07:45
Booking Reference	Status	Date of Booking		Payment Status		QR Code	
ZCTGFX	CONFIRMED	16Dec14		Approved			



Valid till: 31-03-2015

Terms and Conditions:

- The gift voucher can be redeemed at all Centre stores across India and must be redeemed in full. Partial redemption is not allowed.
- The gift voucher can be redeemed on purchase of apparel and select footwear categories only.
- The gift voucher cannot be exchanged for cash or cheque.
- The gift voucher is redeemable on minimum purchase of Rs 2000.
- Voucher is non-transferable and user need to be part of the traveling party as mentioned in the Serial and need to carry the full serial to avail this.
- All disputes and queries should be addressed to Centre. IndiGo disclaims itself from any claims and offers given by Centre.



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E- Ticket Branding

Advertisement appears both on-screen during the ticketing process as well as on the printed e-ticket

Indigo has 100% e-ticketing

e-ticket is retained by passengers until they undertake the actual travel or the last leg of their flight.

The e-ticket banner can be clickable leading passengers to your company's website

Quantity & Rate:

1.0 million per month
INR 2 per e-ticket, taxes extra

Specifications:

670 x 250 pixels

Lead time:

2-3 weeks

Lucky number 789

Fly for as little as ₹ 789 between 8th July till 30th September.
Book before 26th June for these awesome fares.



Additional cash back of ₹ 1500 on your Citi credit or debit card on minimum transaction of ₹ 7500 or more.
Click here to know more.

All inclusive lowest one-way fares. Limited seats. Fares and dates subject to change without prior notice.

IndiGo ☎ 0124 661 38 38 goIndiGo.in

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Exclusively with Citi Credit and Debit Cards 

E-Mailers

Get direct access to IndiGo's consumer database with the help of e-mailers.

Mails with customized message from the advertisers, offers and schemes (with hyperlinks to advertiser's web pages) are delivered to customers' inbox, offering direct promotional opportunity for the brand.

You can reach out to a large integrated target audience.

With well-guarded spam filters and a regularly updated IndiGo database, e-mailers can ensure a higher success rate.

Quantity & Rate:

Min 5.0 lac

INR 3 per e-mailer, taxes extra

Specifications:

670 x 250 pixels

Lead time:

2-3 weeks

Destination Guide

The IndiGo website offers a detailed destination guide with places to stay, see and eat.

With a steady stream of clicks, it's the perfect place for hotels, entertainment areas and restaurants to get noticed.

When a passenger clicks on a particular destination we can list your establishment as a top option under your category

Your listing can be clickable leading passengers to your website

In addition we will provide a banner at the bottom. You can also make bookings, push special offers or your loyalty programs

Rate:

Rs 2.0 lac to Rs 5.0 lac per month, taxes extra (Rates are variable as per destination)

Specifications:

670 x 250 pixels

Lead time:

2-3 weeks

Bangkok

Stay

- PriyasomVilla
- Crowne Plaza Bangkok Lumpini Park
- InterContinental Bangkok
- Mandarin Oriental Bangkok
- Oriental Residence Bangkok
- Phra Nakorn Norn-Len Hotel
- Sheraton Grande Sukhumvit
- The Peninsula Bangkok

See

- Temple of Dawn (Wat Arun)
- Temple of the Reclining Buddha (Wat Pho)
- The Escape Hunt Experience Bangkok
- Tiger Temple Thailand

Eat

- Bonita Café & Social Club
- Chef Bar
- di Vino
- Nang Gin Koi
- Old Town Café Bangkok
- Pang Lee Restaurant
- The Reflexions
- Water Library

Party

- Floove Eleven, Fraser Suites
- AmBar
- Cloud 47
- Hi SO, Sofitel So
- Octave, Marriott Hotel
- Route 66 Nightclub
- Sky Bar Rooftop, Lebua
- Vertigo Grill & Moon Bar, Banyan Tree



Block now, book later

Now you can block a booking on any IndiGo flight first and confirm it later. Log in to goIndiGo.in* and we'll hold your booking at the same price for up to 6 hours. And the best part? No extra charge!

*For registered customers only. Facility not available on flights within 72 hours from the time of blocking.

Why Advertise on IndiGo???

Because.....

India's largest airline with the highest market share of almost 40% is also the preferred airline among corporate travellers for on-time performance

It has a fleet of 109 brand new A320s with all economy seating for 180 passengers and an average load factor of 85%.

IndiGo ferries over **2.7** million passengers every month. **2.55** million domestic & **0.15** million International passengers.

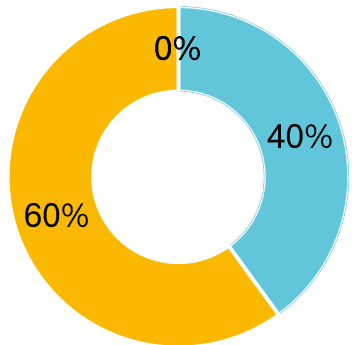
With over 806 daily flights, IndiGo covers 35 Domestic & 5 International destinations.

Airline Passenger Growth in India is expected at over 22% in 2016. IndiGo is expected to grow more than that.

IndiGo Passenger Demographics...

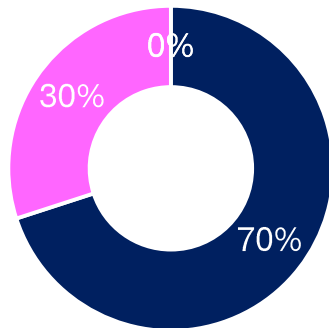
Travel Mode

- Leisure travel
- Corporate/Business Travel



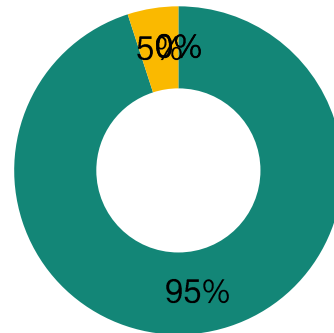
Gender

- Male
- Female



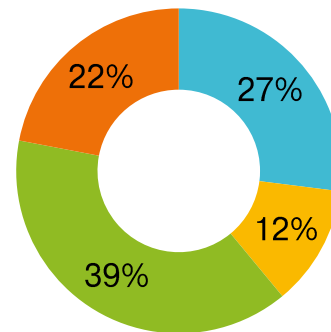
Traffic

- Domestic



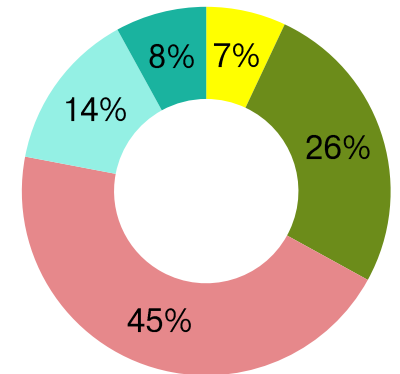
Income

- SME
- PSU



Age

- Below 20
- 21 - 35
- 36 - 45
- 46 - 60
- 60 and above



Route Map



35 Domestic Destinations | 5 International Destinations | 109 aircrafts | 806 Daily Flights | Over 30 million passengers