



INDIA
travel
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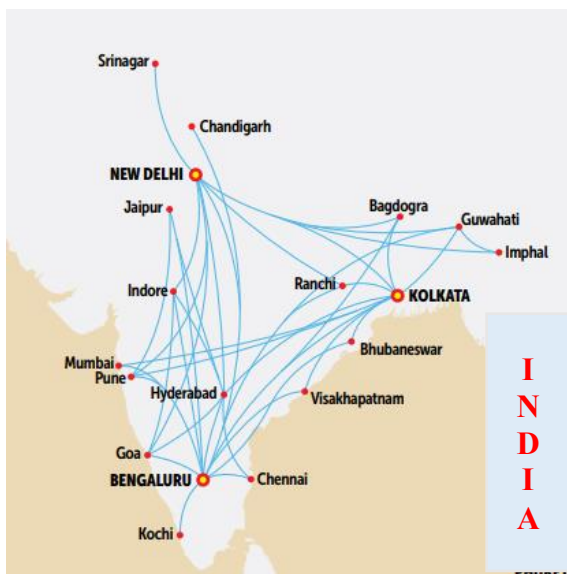
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INTRODUCTION

About AirAsia India

AirAsia (India) Limited is a venture between Tata Sons Private Limited & AirAsia Investments Ltd, with both entities holding 51% and 49% shareholding respectively in the airline. AirAsia India commenced operations on 12th June 2014 and currently flies to nineteen destinations: Bagdogra, Bengaluru, Bhubaneswar, Chandigarh, Chennai, Goa, Guwahati, Hyderabad, Imphal, Indore, Jaipur, Kochi, Kolkata, Mumbai, New Delhi, Pune, Ranchi, Srinagar and Visakhapatnam, with a fleet of 20 A320 aircraft. Mr. Sunil Bhaskaran, CEO and MD of AirAsia India has been with the airline since November 2018.



About AirAsia Group

AirAsia, the leading and largest low-cost carrier in Asia by passengers, services an extensive network of over 140 destinations. Since starting operations in 2001, AirAsia has carried more than 500 million guests and has grown its fleet from just two aircraft to over two hundred. The airline is proud to be a truly ASEAN (Association of Southeast Asian Nations) airline with operations based in Malaysia, Indonesia, Thailand and the Philippines as well as India and Japan, servicing a network stretching across Asia, Australia, USA and the Middle East. AirAsia has been named the World's Best Low-Cost Airline at the annual Skytrax World Airline Awards ten times in a row from 2009 to 2018. AirAsia was also awarded World's Leading Low-Cost Airline for the fifth consecutive year at the 2017 World Travel Awards, where it also beat a field of full-service carriers to become the first ever low-cost carrier to win World's Leading Inflight Service.





Current Business Context

AirAsia has been present in India since 2008 through its international flights from Malaysia and Thailand, predominantly connecting South India. In 2013, the announcement of AirAsia starting a local entity (AirAsia India), created a disruption in the Indian aviation market. Subsequently AirAsia India started flying from mid-2014 and the India network has steadily integrated itself into the group’s global network. It has now been operating in India for almost five years as a domestic carrier which owns a market share of 5.3% in the domestic market. Owing to the global presence of the brand, flyers recognize AirAsia as an international airline which maintains a certain standard and is safe to fly with. We cater to a variety of audience with our affordable price point; and value for money is something we intend to offer to our guests while our footprint grows across the country.

Current Network Summary



20 Aircraft Fleet



19 Destinations



13.25 Hr Avg. Aircraft Utilization

3 METRO HUBS

in BLR, DEL & CCU

45 ROUTES

on the domestic network

140+ DESTINATIONS

connected across AirAsia Group

700,000 GUESTS

flown on avg. every month

Our Positioning



Ranked the world’s best Low Cost Carrier for 10 years in a row

Santan

Largest variety of inflight menu with hot meal options as part of Santan



Placed by OAG Aviation Worldwide at the 12th position in its Top 20 Low-Cost Carriers by On-Time Performance ranking for 2018

We are a fun & friendly brand that likes to break the monotony of the business we are in vis-à-vis our competitors.



About travel360°

Catering to a wide range of reader profiles, travel360°, AirAsia's inflight magazine, is well-positioned to inform, entertain and educate AirAsia guests on a large spectrum of issues. Primarily travel related with a strong lifestyle angle, the magazine is filled with articles that cover travel, popular tourism, suggested accommodation, fashion & beauty, latest tech-related subjects, health issues, business & finance issues, fitness, and food & drink.

About travel360° India

The India edition is known as travel360° India, and is distributed only on AirAsia's domestic network (i5 aircraft). We started publishing the India edition in April 2017, and **now have 26 issues**.

The magazine seeks to serve guests in line with the global content setup, but with a distinctly local flavour, encompassing the cultural and social landscape of India. The content is tailored to the Indian traveller, and features destinations on our domestic network, and places close to the cities connected by AirAsia India. Indian authors are featured quite often, as well as experts from the fitness, finance and food industries.

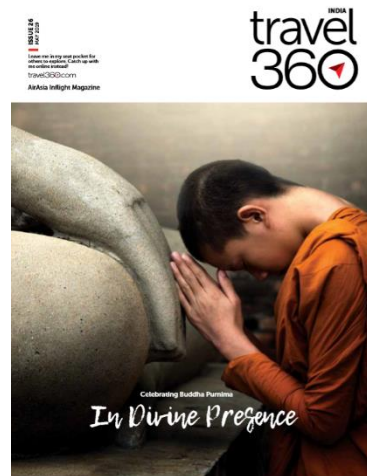
We also have an award-winning section called "TravelHer", dedicated to women travellers and their experiences. It is written by women travelling solo, or with other women, and providing tips for fellow travellers.

travel360° India isn't just a magazine, rather an expression of wanderlust, a guide to the spectacular places on our domestic and international networks.

travel360° India online: bit.ly/2Fyl1gZ



April 2019



May 2019



Magazine Specifications

Page Count	Minimum 100 pages
Paper	Inside pages: 70gsm high bulk matte with 200gsm matte art card; machine matte varnish on the cover
Print Run (increased with every aircraft induction)	500 copies per aircraft
Readership	700,000/monthly
Frequency	Monthly
Size	273mm X 210mm
Language	English

Print Run

Purpose	Number of Aircraft	Copies per Aircraft
Aircraft Distribution	20	500 (180 + 20 extra, rotated twice a month, or as necessary)
Total	20	10000 copies per month



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