

## Air India mulls plans for major rationalisations

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NACIL's major focus areas currently are rationalising commonly-operated routes, pricing structures and flight schedules. In addition, the merged entity is also rationalising accommodation facilities for cabin crew and staff, handling charges on commonly-operated routes, and general sales agents as well as fuel.

According to P.K. Gupta, NACIL executive director - sales and marketing, routes common to both carriers such as Singapore, Dubai, Kuala Lumpur, Bangkok and Muscat will be operated by a single carrier through better schedules and improved frequencies.

'By restructuring routes, excess capacity can be effectively deployed on other routes resulting in increased revenue. For example, prior to the merger, Air India used to fly Delhi-Shanghai via Bangkok. However, post merger, the Delhi-Shanghai flight becomes a direct flight, while the Bangkok flight is operated by Indian,' Gupta told IANS.

Further, the airline has adopted a strategy whereby all differential pricing on commonly operated sectors will also be rationalised and brought to one uniform fare. 'By doing so, there will be no competing price factor between the two carriers,' stated Gupta.

For passengers, through check-in facilities will be introduced for both carriers. A passenger flying the domestic sector on Indian and the international sector on Air India can be checked right through till his/her final destination.

'Everything has been streamlined so passengers can have more travel options and facilities,' Gupta said.

Passengers can also avail seamless internal transfers within the airport.

- Indo Asian News Service