

## GoAir flying higher

*Highest load factor in first quarter of 2007; Highest Yield in January & February 2007*

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GoAir, India's leading smart fare airline has registered roaring business at the end of its first financial year; 2006-07. GoAir has sold over 1.5 million seats flying 396 weekly flights to 11 airports across the country. Since beginning operations in November 2005, GoAir has captured a 5% market share posting the highest load factor for Jan'07 (78%), Feb'07 (80%) and March'07 (77%) and cumulative till date April'07 (79%). GoAir has also registered the highest yields for January & February'07.

Mr. Jeh Wadia, Managing Director, GoAir said, 'GoAir has always been the people's airline since inception and we are currently focusing on the path of profitability. Today, GoAir has seen an average growth over the last four quarters in terms of revenue of 60%, in terms of passenger growth 50% and load factor growth is 17%. The overwhelming support and responses received from our valued passengers motivates us further to continue to patronise them with our value added services.'

Mr. Wadia further added, 'GoAir is currently working on its flexible fleet management plan to achieve sustainable growth. This October, we would receive the first of our brand new 20 owned aircraft. We plan to expand our current fleet of 5 aircraft conservatively to 18 aircraft by March'09 and subsequently will adopt an aggressive growth pattern, increasing to 34 aircraft by March'11. On Time performance, lowest fares, high service standards, distribution and marketing innovations make GoAir one of the most preferred and value-for-money airline.'

As part of GoAir's brand building initiative, the airline has recently partnered with the famous Bollywood actress Preity Zinta, as the brand ambassador for GoAir, to make a strong statement in the airline space. As GoAir's brand ambassador, Preity will support and be part of various marketing and branding efforts for the airline.

GoAir also unveiled the new vibrant look website - [www.GoAir.in](http://www.GoAir.in). The new website will have interactive features enhancing web bookings for its passengers. The new look website will be more user friendly and would showcase the innovative marketing GoAir promotions, the latest being Lowest Fare Finder. Passengers can now download flight schedule, connectivity route map, wallpapers, pictures of Preity Zinta, GoAir logos amongst others. Passengers can also educate and enhance their knowledge on the aviation industry using the 'Did You Know' block on the site.

GoAir's new summer schedule, with the added frequencies on certain sectors and the introduction of new connections, now offers its passengers an option to choose a flight at a time most convenient to them. GoAir became India's first low fare carrier to win the prestigious international award for "Excellent Services" awarded by the Pacific Area Travel Writers Association (PATWA). Also, the creative print campaign of GoAir won the Grand Prix and the Best Ad in Services Category at the Pink Slip Awards 2007, which are India's first awards show for excellence in creative recruitment advertising.

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