

ALLIANCE AIR – WHO WE ARE

As our logo suggest Connecting India is what defines us as an airline. Connecting interior points to metros, adding virgin territories to our network, developing new markets increasing business, tourism and travel to Tier-2, Tier-3 cities. Unique routes, Unique destinations and overcoming unique challenges is what makes us who we are as an airline. Connecting uncharted territories like Bareilly, Kullu, Shimla, Shillong, Aizawl, Bikaner, Passighat are just some of the examples of places where Alliance Air uniquely reached first. Constant drive and passion to expand our aviation network to remotest places like Jagdalpur, Jharsuguda, Agatti in Lakshwadeep, etc are just few of the examples.

VISION & MISSION

- Our vision is to be a safe and reliable airline providing the best travel experience to its guests.
- Our mission is to connect people, places, and cultures. We aim to enable people to have access to safe, secure, sustainable and affordable air services in a world-class aviation environment and to make every flight special and memorable for our guests.

FLEET

We have a fleet of 18 ATR72-600 aircraft, 2 ATR42-600 & 1 Dornier Do-228

DEDICATED NATIONAL CARRIER

This refers to **Indian Gazette: Extraordinary, MINISTRY OF FINANCE (Department of Revenue), NOTIFICATION New Delhi, 20th July, 2023,**

S.O. 3252(E).—In exercise of the powers conferred by sub-section (5) of section 5 of the Central Sales Tax Act, 1956 (74 of 1956), the Central Government hereby specifies M/s Alliance Air Aviation Limited having its registered office at Alliance Bhawan, Domestic Terminal-1, Indira Gandhi International Airport New Delhi – 110037 as “designated Indian carrier” for the purpose of the said sub-section.

ALLIANCE AIR – USP

- No Middle Seat
- Better Seat Pitch of 30” (better than most narrow body jets)
- Alliance Air ATR emits very less noise and are known for their smooth landing
- ATR’s are environment friendly with 40% less CO2 emission per trip
- Young ATR fleet with average age less than 4 years
- Crew to passenger ration 1:35
- Aircraft has distant rows leading to better social distancing inside the aircraft.

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ALLIANCE AIR - RCS UDAN FRONTRUNNER

Alliance Air is a keen participant of the Government of India's flagship scheme UDAN or Regional Connectivity Scheme (RCS). The Hon'ble Prime Minister of India flagged off the first UDAN flight on the Shimla- Delhi sector on 27th April 2017 and Alliance Air had the privilege of being the launch carrier. With the RCS initiative extremely successful Alliance Air is also expanding network in the north east and southern sectors which will improve destination reach from the current destinations to more. Out of 109 awarded routes we have operationalised 73 RCS routes under the UDAN scheme of government.

ALLIANCE AIR'S PANDEMIC MANAGEMENT

- Transportation of Life saving vaccines to hinterland areas of the country like Dimapur, Pasighat, Lilabari, Imphal, Agatti.
- Alliance Air Only Cargo Flights Pan India Media Coverage, serving the nation with medicinal/Covid relief material cargo flights.
- Hope Campaign – for fight against Corona Pandemic to boost the morale of our flyers
- MOCA's Covid Warriors Success Stories to motivate spirits.
- Alliance Air combating corona challenges with cargo only flights pan India under Lifeline Udan.
- Cabin Crew Covid ABC, Cabin Crew instruction, Wings of Passion, Social Distancing, Sanitization videos, Cargo operations creatives, Corona Dos and Donts videos, awareness, precaution and prevention messages for making the flyers aware of the pandemic management ion travel.
- Flight SOP (Post Covid) Campaigns issued for all our flyers
- Statewise Quarantine Regulations Campaigns for ease of travel for flyers.

- Flying post Covid - Flyers testimonials and flying experiences recorded
- Fight safety is first priority for Alliance Air, Statement and press coverage was done for IXJ-DEL flight, where Alliance Air took a strict action against 4 passengers for not wearing mask and for not adhering to safety guidelines.

During Covid-19 second Wave our employees suffered a lot. To encourage them we spearheaded the following initiatives proactively to ensure their physical, emotional and spiritual well being:

- Vaccination is a key step towards fighting the COVID-19 pandemic and it's important that our employees are vaccinated on priority therefore vaccination drives were started for the employees. The vaccination program is being undertaken as per government rules and guidelines and basis the availability of the vaccine. Our aim is to ensure that each and every member of the Alliance Air family gets vaccinated as quickly as possible.
- Connecting with all members of our family through web ex and guiding them to be safe physically and mentally.
- Stringent sanitisation measures, thermal checks, implementing staggered arrival and departure times, frequent hand washing and surface cleaning, keeping windows and doors open during work hours to ensure air cross ventilation, rostering employees for work from home to keep ensure social distancing in the workstations, mask usage enforcement in the office premises, proper cleaning and frequent sanitization of workplace and frequently touched surfaces, ensuring regular supply of hand sanitizers, soap and running water in washrooms, encouraging meetings to be carried out via video conferencing, discouraging visitors in office complex.
- Awareness Drives for our passengers on Social Media for Covid-19 precautionary measures by flyers and Video campaigns.
- Alliance Air Travel Advisory & Quarantine Regulations communicated to our passengers to make travel more seamless & planned with state wise travel regulations changing often due to the pandemic.
- As a precursor to Woman's Day, Alliance Air celebrated the occasion by organizing a 5km run as a tribute to **Covid Warriors** on 3rd March 2021 in the

early morning hours. The run had enthusiastic participation from Women of Alliance Air, Indian Women Pilot Association, Aeronautical Society of India & other charitable institutions like Inner Wheel & HARPS. The cutest participants were the underprivileged children from Vanphool School across Yamuna who ran with gusto & enthusiasm adding seraphic smiles and cheer all around. There was a wave of happiness and joy amongst all participants in spirit of saluting the dauntless service of Covid Warriors who worked relentlessly to combat the pandemic.

- Alliance Air carried consignments of ultra-sensitive COVID vaccines.
- As a flyers first airline we came up with travel friendly schemes during Pandemic scenario like Fly with Flexibility for our esteemed flyers with Date / Destination change offer till 31 May 2021.
- Being a national carrier serving the nation first is our top most priority and one such opportunity was when we transported live organs (eyes) on our Delhi – Chandigarh flight on 26th February 2021.
- Alliance Air crossed 4000 passenger carriage mark for the first time on 7th February 2021 since flight resumption post COVID-19.

COST REDUCTION STEPS

We follow better management principles and we pay attention to detailing the issues addressed very soon. Our commitment to fly with rigorous and disciplined schedules leads to better efficiency and customer retention. Rigorous and committed flying hours with the intent to serve the flyer to the best of ability is our effort always.

We choose to offer best service in the industry at the lowest rates and we take pride in being cost efficient at the same time.

We have structured our workflow to curtail administrative expenses in all the peripheries. We have initiated fuel control and monitoring system to combat the hike in ATF fluctuations which is dynamic.

We have recruited middle management expertise that has vast aviation experience to handle core areas in the management effectively. Moreover, we pay attention towards customer satisfaction and hospitality.

Our flying structures and schedules are organized in the most economical manner leading to win-win situation for the stake holders. We offer most comfortable 30-inch leg space to our customers which adds to our loyalty towards the customers and result in a long term customer retention and sustainability and profit. Earlier Average flying hours of Alliance Air aircraft was 6 hours per aircraft per day which we have increased to 10 hours

per aircraft per day thus reducing cost of operations. This also results in optimum utilization of resources. Potential of pilots is also tapped fully.

CHALLENGE: The challenge of working in aviation are the dynamic variables, sudden change, unpredicted scenarios and the competition due to the low cost carriers.

For Alliance Air as we use ATR aircrafts we have a capacity of 72 which makes the per seat cost more than Boeing etc. Also ATR flies at a slower speed in comparison which results in higher costs. Our operations are limited to 400 nautical miles. But overcoming challenges and constant stride towards excellence gets us going to achieve our vision of a completely connected India on the Aviation map.

ENVIRONMENT FRIENDLY INITIATIVES

- Our ATR turboprops burn less fuel comparing jet aircrafts and our carbon emission are significantly better. All maintenance related activities are performed by our sister concern Air India Engineering Services Limited (AIESL).
- Maintenance facilities are DGCA CAR 145 approved organization which is capable of performing from line inspections to the major C check inspections par with international standards.
- Our Aircraft manufacturer is also consulted for timely inputs/insights as to how we can manage resources better and function in accordance with environment safety concerns
- By keeping up high maintenance standards, we are spearheading our efforts to be environmental friendly today and always.
- Alliance Air's goal is to be an organization whose practices make it one of the most environmentally sensitive company in the aviation industry through an approach that safeguards and enhances the quality of life of its employees, customers and protects the environment.

CUSTOMER FEEDBACK

It is one of the top most priority we value. As customer feedback means a lot to us, we make sure that customer concerns are look in the most urgent amicable manner. Our customer relation team is very pro-active to ensure our customers get the best we have to offer, in the most efficient way. We are very open and receptive to customer feedback which adds to our strength as an airline. We are the part of Air Sewa portal and constantly take feedback in survey forms from our passengers. It is one of the most important medium in all our multiple touch points and engaging with our flyers makes us connect with them.

CORPORATE SOCIAL RESPONSIBILITY

ALLIANCE AIR'S BEST FLIGHT DELAY EVER – SAVES 4 LIVES

ALLIANCE AIR DELAYS FLIGHT BY 30 MINUTES IN JAIPUR TO WAIT FOR DONATED ORGANS TO BE TRANSPORTED TO DELHI

Committed to its mission of serving nation first, Alliance Air, a wholly owned subsidiary of Air India Limited delayed its Jaipur-Delhi flight 9I 644 on 28th November 2020 by 30 minutes to wait for the arrival of retrieved organs donated by a 49-year-old woman in Jaipur to be transported to Delhi along with a team of doctors and paramedical staff. The retrieved organs to be transported consisted of 2 lungs, 1 liver and 1 kidney and were urgently needed at Delhi to save 4 lives. Collaborated efforts of Chief Minister's office, State Organ and Tissue Transplant Organisation (SOTTO), Air India, Alliance Air, Central Industrial Security Force & Jaipur airport authorities for this humanitarian cause helped in saving 4 lives. When the passengers on the flight came to know about the reason of flight delay, they waited patiently for the organs to arrive at the airport. The airline thanked all the passengers for their support.

Seed Ball Workshop

To spread awareness about deforestation and its harmful effects including climate change & global warming a workshop was conducted at Alliance Bhawan where seedball concept as a solution was introduced. Concept: A seed is placed inside a ball of charcoal dust mixed with nutrients which protects the seed against animals and extreme temperatures until rain arrives and the seed begins to grow. Alliance Air employees got the demonstration during the workshop from an NGO on how to make the seedballs and contributed their efforts to be a part of 1 lakh seedball making initiative by making seedballs to be planted in NCR .Alliance Air employees also took the seedball kit to their homes to throw & grow more seedballs in their residence and pledged to spread the word about seedball as an emerging solution to deforestation. Flyers on social media and press release about the same was disseminated in the media as well.

WOMEN EMPOWERMENT

At Alliance Air we strongly believe in a work culture where women are taking the charge, shattering the glass ceiling and strengthening other women. It is our constant striving to bolster workplace policies that empower women and harness true potential without gender bias. We have introduced flexible work hours to provide them the option to complete hours as per their flexibility. As a responsible and women-friendly organization, we have hardcoded no-tolerance sexual harassment policies into the workplace and ensure they are strictly adhered to. We have laid out clear & concrete Career Advancement criteria so that no employee misses out on a raise, promotion or any career evolution chance & that there is a level playing field for both the genders.

The month of March 2021 was most memorable with celebrations of International Woman's Day ringing in multiple events & initiatives. The celebrations started with the enthusiastic participation in Essay Writing competition on the topic 'Women in Alliance Air' held for ladies who wrote with the ink of their feelings expressing their best in the written word. As a precursor to Woman's Day, Alliance Air celebrated the occasion by organizing a 5km run as a tribute to Covid Warriors on 3rd March 2021 in the early morning hours. The run had enthusiastic participation from Women of Alliance Air, Indian Women Pilot Association, Aeronautical Society of India & other charitable institutions like Inner Wheel & HARPS. The cutest participants were the underprivileged children from Vanphool School across Yamuna who ran with gusto & enthusiasm adding seraphic smiles and cheer all around. There was a wave of happiness and joy amongst all participants in spirit of saluting the dauntless service of Covid Warriors who worked relentlessly to combat the pandemic.

On 8th March 2021, first time in the history of Alliance Air an all women crew operated the inaugural RCS flight Delhi – Bareilly – Delhi. Also, on the same day there were all Women Crew flights in all four regions of the country with Woman CEO, women pilots, women cabin crew, women engineers, women flight dispatchers, women ground handling team, women security & ATC. Alliance Air also gave the opportunity to all women passengers to win free air tickets by participating in an on board 'Woman's Day – Lucky Draw Contest' On-Board which was held across all Alliance Air flights on the same day.

FIRST INTERNATIONAL DESTINATION - JAFFNA

AYUBOWAN SRI LANKA! , ALLIANCE AIR GOES INTERNATIONAL

Alliance Air, a wholly owned subsidiary of Air India expanded its wings globally & launched international flights from Chennai International airport to Jaffna International airport and back. The Inaugural flight was on 17th October 2019.

Jaffna is the first International addition to the list of stations to Alliance Air's ambit.

Jaffna, a seraphic city on the northern tip of Sri Lanka has a unique allure for tourists with lots to explore, be it the famous Kadurugoda Temple, visiting the home of 100,000 books at Jaffna Library and touring the island of Delft having 2000 wild horses that roam its coastline. Chundikulam is Jaffna's best kept birding secret for enthusiasts. Jaffna is best known for Nallur Festival – 25 days of timeless Hindu traditions in July,

This flight is special in many ways. Apart from being Alliance Air's maiden international foray, it connects Chennai to Jaffna after a gap of 41 years. Flyers coming into Chennai from Delhi, Coimbatore, Ahmedabad, Mumbai, Dubai, Trivandrum & Muscat now have the option of connecting onwards to Jaffna over Chennai making air travel more convenient.

The first international flight of Alliance Air Chennai Jaffna was converted into a exquisite coffee table book capturing the cherished moments of the maiden international foray of the airline.

OTHER HIGHLIGHTS

- Alliance Air was the official flying partner for Hockey world cup 2023 held in Bhubaneswar & Rourkela.
- Alliance Air also provided the charter service in G20 event organized by Govt. of India.
- Alliance Air is providing charter services for Cricket world cup 2023 held in India.