

IndiGo selects Amadeus technology for major Revenue Management system upgrade

India's largest and preferred airline, IndiGo is set to implement Amadeus Segment Revenue Management Flex to improve business efficiency and increase revenue opportunities

National, March 10, 2025: IndiGo has reached an agreement with travel technology leader Amadeus to implement advanced Revenue Management technology, Amadeus Segment Revenue Management Flex (Amadeus SRM Flex).

With the adoption of this cloud-based Revenue Management system, IndiGo will benefit from an intuitive and easy-to-operate user interface. The web-based application, SRM Flex will receive information from IndiGo's Navitaire New Skies® Passenger Service System (PSS) through its cutting-edge Revenue Management Integration Service. This will enable near real-time data exchange capabilities allowing the carrier to immediately respond to market dynamics such as new bookings or equipment changes.

Price setting capabilities within the system can be adjusted to be rule-based, science-based, or a mix of both depending on the carrier's strategy. Repetitive routines can also be automated in order to optimize operational efficiency and increase revenue opportunities.

Abhijit Dasgupta, SVP – Planning and Revenue Management IndiGo, says, *"IndiGo is making great progress on its journey 'Towards New Heights and across New Frontiers' to adapt and excel in the evolving aviation industry. Amadeus' Revenue Management technology will enable IndiGo's revenue management team to have more granular steering controls, make quicker business decisions, drive greater automation and increase efficiency across the board. IndiGo will be able to streamline its operations by consolidating interfaces into one, resulting in time optimization and a sharper focus on more sophisticated Revenue Management strategies required for a fast-growing network in a diverse set of markets and passenger segments. Most importantly, it enables IndiGo to merge its own growing data science & machine learning capabilities with the solution, leveraging the strengths of both IndiGo and Amadeus to develop an ecosystem that can cater to IndiGo's expansion plans and future growth."*

Javier Laforgue, Executive Vice President, Travel Unit & Managing Director, Asia Pacific, Amadeus, says, *"We are pleased to work with IndiGo to make the most of this technology. Together, we will help maximize the carrier's revenue opportunities and create new efficiencies so IndiGo can focus on providing great service to its passengers. Amadeus' Revenue Management technology is open, PSS agnostic, modular, and easy to use. It can also be seamlessly integrated with external solutions that IndiGo currently uses or plans to use. We are confident that this technology will firmly place IndiGo on solid footing for the long term as it looks to grow in India and beyond."*

David P. Evans, Head of Navitaire, added, *"We're thrilled that IndiGo has adopted Amadeus' Revenue Management technology to drive new opportunities and growth. Navitaire's open, adaptable and scalable platform enables airlines like IndiGo to connect to their preferred business partners, helping to enhance their Revenue Management capabilities, streamline operations and respond swiftly to market dynamics. We look forward to supporting IndiGo in their growth and expansion efforts."*

IndiGo has charted a course of rapid growth in India and across the globe, backed by a firm order for 500 A320 aircraft. Its selection of Amadeus SRM Flex will ensure that it has the right technology in place to support this growth far into the future. Currently, IndiGo features a fleet of over 400 aircraft, with

more than 2,200 daily flights, connecting 120+ destinations, of which 38 are international. Last year, the carrier welcomed over 113 million passengers and launched its business class offering, IndiGoStretch, and loyalty program, IndiGo BluChip.

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About IndiGo

IndiGo is amongst the fastest growing carriers in the world. IndiGo has a simple philosophy: offer fares that are affordable, flights that are on time, and provide a courteous and hassle-free travel experience across its unparalleled network. With its fleet of 400+ aircraft, the airline is operating around 2200+ daily flights, connecting 90+ domestic and 35+ international destinations, inducted 58 aircraft and welcomed over 113 million customers in 2024. India by IndiGo! For more information, please visit <http://www.goindigo.in/>

Notes to the editors:

About Amadeus

Amadeus makes the experience of travel better for everyone, everywhere by inspiring innovation, partnerships and responsibility to people, places and planet.

Our technology powers the travel and tourism industry. Inspiring more open ways of working. More connected ways of thinking, centered around the traveler. Our open platform connects the global travel and hospitality ecosystem. From startups to big industry players and governments too. Together, redesigning the travel of tomorrow.

We are working to make travel a force for social and environmental good. A collective responsibility to protect and improve the people and places we visit, ensuring travel continues to make positive contribution to our world.

We apply innovation to meet new needs, to solve real challenges. Our truly diverse global workforce, made up of 150 nationalities, is passionate about travel and technology.

We are an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. We have also been recognized by the Dow Jones Sustainability Index for the last 13 years.

Amadeus. It's how travel works better.

Learn more about Amadeus at www.amadeus.com, and follow us on:



About Navitaire

Navitaire (www.navitaire.com), an Amadeus company, delivers industry-leading technology services supporting growth, profitability, and innovation to more than 65 airlines and rail companies worldwide, including many of the world's most successful low-cost and hybrid airlines. Navitaire offers a full suite

of proven solutions focused on revenue generation and streamlining costs in reservations, ancillary sales, loyalty, revenue accounting, and business intelligence. Navitaire has offices in the Americas, Europe, Asia and Australia, and is a wholly owned subsidiary of the Amadeus Group. Learn more about Navitaire's industry leadership in shaping the world of travel at www.navitaire.com.

Navitaire is one of the first technology providers to operate its entire airline platform solution in the cloud, offering its carriers dynamic scalability to keep pace with growth and access to leading-edge technology that supports modern offer and order retailing concepts. Its extensive API suite and proven retailing and distribution capabilities gives airlines flexible options to offer bundled or a la carte ancillary services throughout a customer's journey. Navitaire's dynamic distribution, including its cloud-based NDC-enabled and digital channels, enables connections with industry and business partners, ranging from online travel agencies and airlines to travel commerce companies, all using modern technology.