



IndiGo and Accor to offer unique Loyalty Program Benefits to IndiGo BluChip and ALL – Accor Live Limitless Members

- *First-of-its-kind Loyalty program collaboration in India will offer higher value and convenience for the members of the respective programs*
- *IndiGo and Accor developing a Strategic Partnership*

National, April 09, 2025: IndiGo, India's preferred airline, announced that it plans to enter into an agreement with Accor, a global leader in the hospitality industry, to collaborate and offer unique travel and hospitality benefits to their loyalty program members.

As part of the larger relationship between IndiGo and Accor, the two partners have agreed to develop a strategic collaboration through their loyalty programs- IndiGo BluChip and ALL – Accor Live Limitless. In the coming weeks, the two brands will work towards a more comprehensive engagement framework to launch a value proposition that will drive deeper member engagement and loyalty.

This first-of-its-kind loyalty programs collaboration between IndiGo's BluChip Rewards and Accor's ALL Accor Live Limitless loyalty program would allow to partner on a wide range of initiatives such as rewards points sharing, co-branded loyalty and seamless two-way conversion. This would enable members to earn and redeem points across flights, stays and experiences. IndiGo's strategic partnership with Accor will underscore their collaborative efforts to enhance travel experiences for passengers.

The two brands will also collaborate for joint marketing initiatives and explore future growth opportunities.

Pieter Elbers, Chief Executive Officer, IndiGo said, "We are excited to be working on a strategic partnership with Accor to elevate the travel experience and maximize the rewards of our valued loyalty members. Last year at IndiGo's 18th anniversary, the launch of BluChip loyalty program was announced. And to date, since its launch in November 2024, over 2 million members have already enrolled with BluChip. Now IndiGo moves to the next phase to strengthen its loyalty program by exploring and developing strategic partnerships. In line with IndiGo's ambition to become a global aviation player, partnering with Accor, a likeminded global hospitality brand, will open new and unparalleled opportunities for IndiGo's BluChip members. As India's economy soars and the aspirations of its people evolve, we are also reimagining air travel to offer our customers enhanced benefits."

Sébastien Bazin, Chairman & Chief Executive Officer Accor, said, "At Accor, we are dedicated to redefining hospitality by creating seamless, rewarding and meaningful experiences for our guests worldwide. This exciting partnership with IndiGo represents a powerful synergy between travel and hospitality, bringing together two industry leaders to enhance the journey of millions of loyalty members. Together ALL and BluChip will expand the horizons of customer engagement, offering greater flexibility and value across flights, stays and experiences. We are thrilled to take this bold step with IndiGo and look forward to shaping the future of travel together."

IndiGo is among the Top 10 airlines in the world by daily departures, operating to more than 130 destinations, including 40 international stations. Over the last 18 months, IndiGo has expanded its product and services to cement its place among the leading global carriers. The airline has upgraded its service offering with IndiGo Stretch, a tailor-made business product for India's busiest and business routes. The airline has placed the largest aircraft order in history, with Airbus for over 500 new planes, including the widebody A350-900s. With the addition of the A350 and A321XLR aircraft to the fleet, IndiGo will usher in a new era of long-haul operations that will redefine travel to and from India.

IndiGo BluChip, its loyalty program launched in 2024 has enrolled over 2 million members in just 6 months, confirming the program's unparalleled value. As a part of IndiGo's network expansion across India and the globe, IndiGo BluChip is actively evaluating new partnerships with marquee brands in travel and hospitality, retail and lifestyle, and other categories to offer a wider bouquet of IndiGo BluChips earning opportunities. This partnership with Accor will make the program even more attractive and rewarding to its growing member base in India and add new members from overseas markets.

Accor, a global leader in hospitality, ranks among the top two hospitality groups in more than 20 destinations served by IndiGo Airlines across the Middle East and Southeast Asia. ALL, Accor's lifestyle loyalty program boasts a global community of over 100 million members who enjoy access to a diverse portfolio of over 45 hotel brands from economy to lifestyle and luxury and 10,000 restaurants across more than 5,600 hotels in 110 countries. With over 100 renowned partners, including car rental companies, entertainment venues and lifestyle brands, members can earn and redeem points across a wide range of services and experiences. From room upgrades and personalized services to unique partnerships in dining, entertainment, and wellness, ALL enhances every stay and everyday moments beyond hospitality.

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 over 2200 daily flights, connecting 90+ domestic and 40 international destinations, and welcomed over 118 million customers in FY25. India by IndiGo! For more information, please visit <http://www.goindigo.in/> or download our mobile app. You can also connect with us on Facebook, Twitter, and Instagram.

About ACCOR

Accor is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,600 hotels & resorts, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing around 45 hotel brands from luxury to economy, as well as lifestyle with Ennismore. ALL, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay, gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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