

Primary Research

Frequent Flyers

44.6%

Respondents travel 3–5 times annually; potential for loyalty benefits

Preference for OTAs

82.8%

Booking through OTAs for pricing and comparison; need for competitive platform

Booking Motivators

88.5%

Respondents say Price/discounts drive bookings; focus on pricing and user experience

Ancillary Service Usage

45.4%

Respondents who sometimes book add-ons; opportunity for cross-selling

Loyalty Program Appeal

63.7%

Respondents say free flights, baggage allowance, and discounts are most appealing

Platform Adoption

88.7%

Respondents believe exclusive discounts to be the motivation for website/app adoption

Reason for OTA Preference

78.9%

Respondents cited better prices as the main reason for OTA preference

Loyalty Program Usage

27.6%

Respondents use loyalty programs; enhance awareness and engagement

Secondary Research

78%

Indian travelers prioritize pricing and discounts when choosing an airline, showing a highly price-sensitive market

63%

Frequent flyers in India value loyalty rewards like free flights and priority boarding, influencing their booking decisions

60%

Air travelers still prefer OTAs for booking due to pricing transparency and ease of comparison

65%

Bookings are made through airline mobile apps among direct bookings

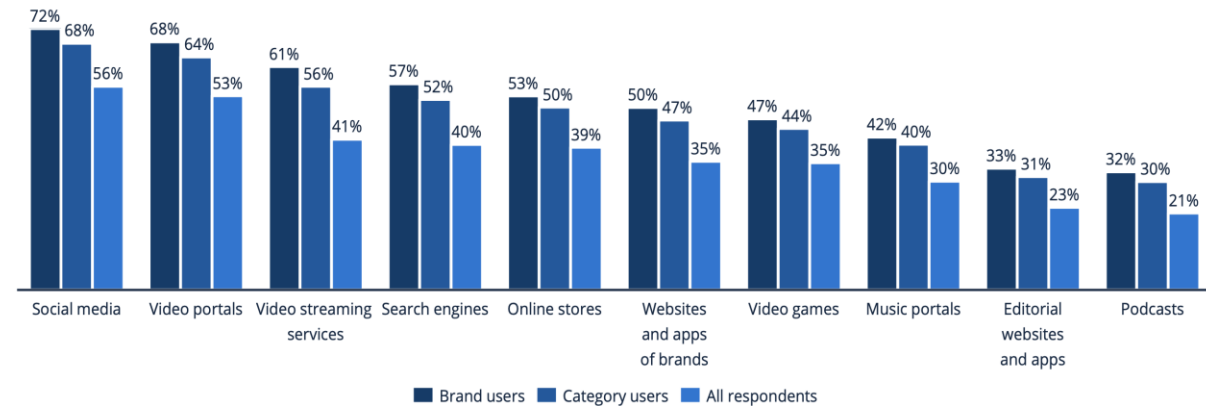
68%

Travelers who booked via OTAs experienced challenges with changes or cancellations, as customer service delays were higher compared to airline apps

40%

Indian customers increasingly purchase add-ons during ticket bookings.

Top 10 places where IndiGo customers in India have come across digital advertising in the past 4 weeks



Survey Collection

Preferred D2C channels

Competitor Analysis

5 Year plan

Marketing Plan

D2C - Pros and Cons

Pros	Cons
Control over brand positioning	Limited market reach
Better control over customer experience	Brand cannibalization risk
Exclusive promotions	High initial investment
Improved customer lifetime value (CLV)	Operational challenges
Enhanced security	Dependence on marketing for customer acquisition

Preferred D2C Channels	
01	Website (goindigo.in) <ul style="list-style-type: none"> Features: Flight booking, exclusive offers, travel guides Benefits: User-friendly, competitive pricing, real-time update
02	Mobile App <ul style="list-style-type: none"> Features: Booking, mobile check-in, flight status, personalized notifications. Advantages: On-the-move convenience, push notifications, seamless payments
03	Contact Center <ul style="list-style-type: none"> Features: Booking support, itinerary changes, flight information Benefits: Personalized, multilingual assistance
04	Airport Ticket Counters <ul style="list-style-type: none"> Features: On-site bookings, last-minute travel assistance. Benefits: Immediate service, face-to-face interaction.
05	Social Media <ul style="list-style-type: none"> Features: Customer support, promotions, updates. Benefits: Quick query resolution, community engagement
06	Chatbot (6E Chat) <ul style="list-style-type: none"> Features: 24/7 automated support for common queries Benefits: Instant help, reduces need for human agents

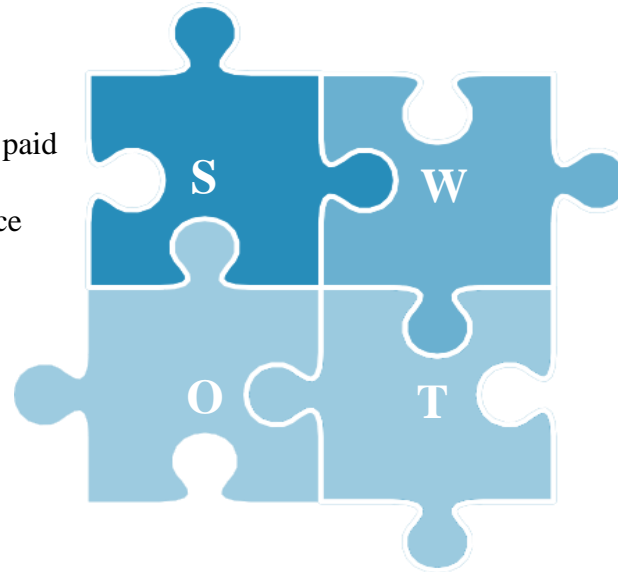
SWOT Analysis

Strengths

- Direct customer relationship
- Eliminates commissions or fees paid to intermediaries
- Control over customer experience
- Upselling and cross selling opportunities

Opportunity

- AI & ML for optimization
- Loyalty programs
- Bundled offerings
- Direct booking benefits



Weakness

- Limited reach
- High customer acquisition costs
- High initial investment
- Operational complexity

Threat

- Dominance of online platforms
- Price sensitivity
- Economic downturn impact
- Regulatory changes

Survey
Collection



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Utilizes AI-driven personalization to offer tailored flight recommendations and dynamic pricing



Lufthansa introduced a direct booking surcharge for third-party platforms, incentivizing direct bookings



Virgin Atlantic focuses on experiential branding through immersive videos and virtual cabin tours



Qantas Frequent Flyer members earn Qantas Points through a wellness app that syncs with activity trackers to convert daily steps into points.



Singapore Airlines creates highly personalized travel experiences through its **KrisFlyer loyalty program** and offers curated content like travel guides.



Qatar Airways uses its **Privilege Club** to build emotional loyalty by offering luxury perks, exclusive offers, and easy access to points redemption.



Emirates offers tiered loyalty programs through **Skywards**, rewarding customers not just for flights but for every interaction, including hotel and car rentals.



MMT allows users to set price alerts for specific routes, notifying them of fare drops



British Airways integrates hotel bookings, **car rentals**, and insurance into its digital channels, creating a **one-stop travel platform**.



Since 2016, TCS and KLM have enabled seamless ticket booking, seat selection, and meal preferences for KLM flights through platforms like FB Messenger, Twitter, WhatsApp, & Google Assistant.



Southwest Airlines builds customer trust through transparent pricing with no hidden fees, highlighted by its "Bags Fly Free" policy, allowing two checked bags at no extra cost.



Trip.com provides comprehensive visa guidance and application services directly within the app.

Insights



Use AI to offer tailored flight recommendations and dynamic pricing.



Expand rewards to include partner services like hotels, car rentals, and visa assistance on a single platform.



Incentivize customers to book directly through exclusive discounts and perks.



Introduce virtual cabin tours and engaging digital content to boost customer engagement.

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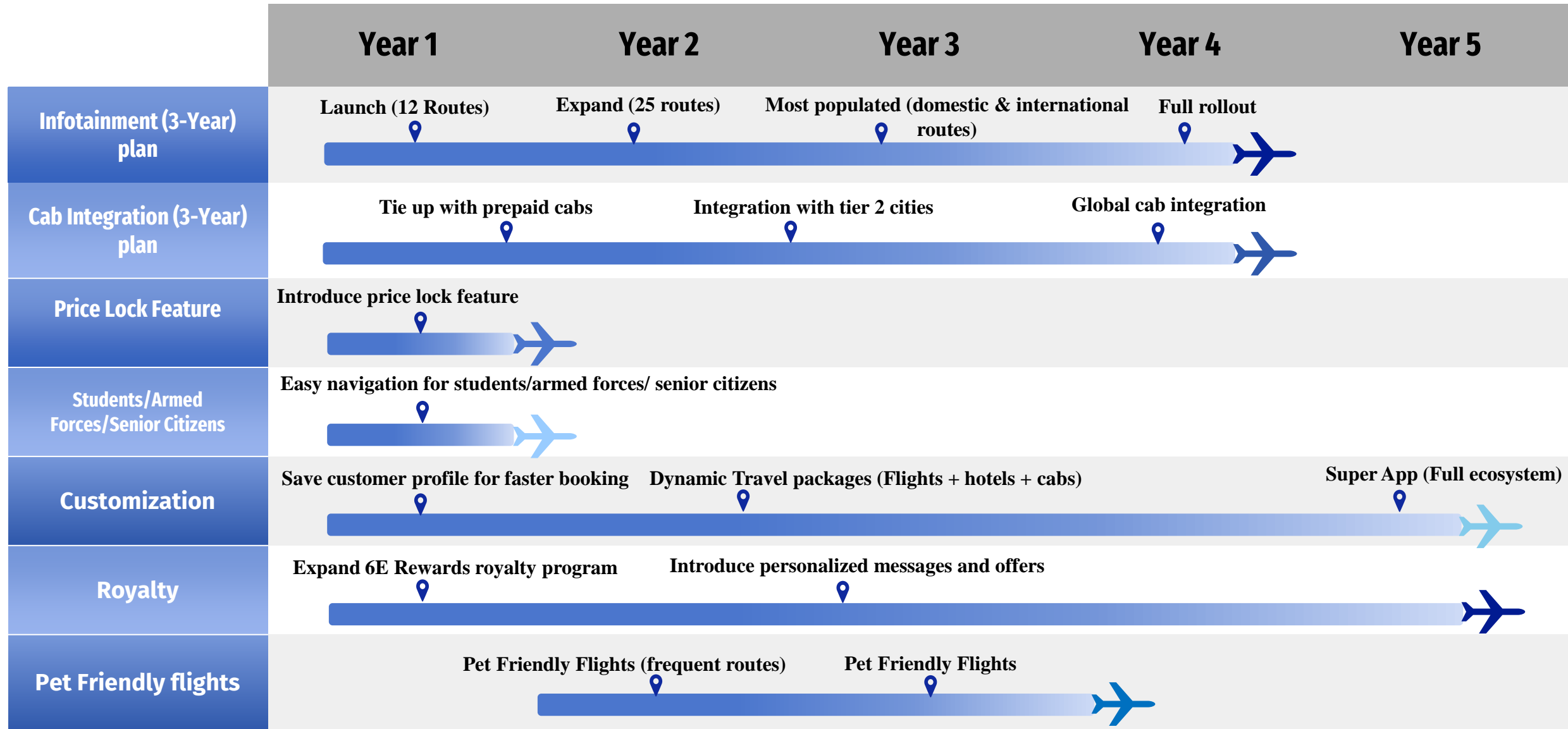
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Hero

#BeDirect Campaign, Your own service 

Tagline: "Why take a detour when you can #BeDirect?"

Booking directly with IndiGo ensures transparency, reliability, and exclusive benefits tailored just for you.

Brand Ambassador: Anushka Sharma



Budget

Brand Ambassador:	₹4.5 cr.
Media spends:	₹25 cr.
Campaign Activations:	₹3 cr.
Other cost:	₹4.45 cr.
Total cost:	₹36.95 cr.

Metrics


- Direct Bookings
- Brand Awareness
- Engagement Rate
- Ad Click-Through Rate (CTR)
- Customer Sentiment Analysis

Hub

Travel Community Forum
 Build a platform for travellers to share experiences, tips, and itineraries, fostering a sense of community.
 Launch with incentives like bonus points, travel challenges, and influencer collaborations.

Festive Offers
 **Festive Discounts:** Flat fares, group deals, and loyalty rewards for flights, hotels, and cabs.
 **Plan:** Pre-launch teasers, flash sales, and post-festival rewards.






Tourism Board Collab
 **Co-Brand with Tourism Boards** to promote destinations with exclusive offers
 Leverage social media, influencers, & in-flight branding for mutual promotion.

Interactive App Features
 Suggest destinations based on past bookings to encourage repeat travel.
 Notify users about local events and festivals at their travel destinations.

Travel Community Forum:	₹1.8-3.4 cr.
Festive Offers:	₹4-7 cr.
Tourism Board Collaboration:	₹8.5-12.5 cr.
Interactive App Features:	₹0.85-1.3 cr.
Total cost:	₹15.15-24.2cr

- User Engagement
- Offer Redemption Rate
- Repeat Bookings
- Increase in bookings to promoted destinations through collaborations.

Hygiene

Social Media Marketing	Sharing creative posts, collaborating with travel influencers, & monitoring engagement closely 
Push Notifications	 Send personalized reminders and exclusive offers via WhatsApp and SMS to boost loyalty
Email Marketing	Personalized offers to boost bookings, share deals, build loyalty, track responses for insights 
App Notification	 Send timely notifications for offers, flight updates, build loyalty driving app engagement
Gamification	Implement features like rewards, challenges and badges to boost customer engagement 

Social Media Marketing:	₹8.48 cr.
Push Notifications:	₹0.13 cr.
Email Marketing:	₹1.29 cr.
App Notifications:	₹0.02 cr.
Gamification:	₹0.55 cr.
Total cost:	₹10.47 cr.

- Email Open Rate
- Notification Open Rate
- Social Media Engagement (Likes, Share, comments)
- Conversion Rate
- User Participation (Gamification)

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Marketing Plan

THANK YOU

References

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