

**Air India Express**

**Parent Company**

Air India Charters Ltd.

**Category**

International Gulf and SE Asia

**Sector**

Airlines

**Tagline/ Slogan**

Simply Priceless

**USP**

Cheapest Airfares

**Air India Express STP**

**Segment**

Low Cost Carrier

**Target Group**

Indians (especially from South India) working in Gulf countries and SE Asian countries , mainly labourers

**Positioning**

Low cost no Frills

**Air India Express SWOT**

**Strengths**

- |  |
|--|
| 1. Cheapest tickets of Air India Express                 |
| 2. Pre-set snacks on board at no additional cost         |
| 3. Operations from many airports                         |
| 4. Crew with knowledge of local languages                |
| 5. In-flight entertainment provided by Air India Express |
| 6. Profitable wing of Air India                          |

### Weaknesses

- |                                  |
|----------------------------------|
| 1. Needs polishing of cabin crew |
| 2. Interference from Govt.       |

### Opportunities

1. With well groomed cabin crew, this airline can deliver best services for the price

2. Air India Express can increase destinations

### Threats

- |  |
|--|
| 1. Profitable routes have been taken away and given to other private airlines.           |
| 2. Negative Govt interference has discouraged the employees and affected the profit.     |
| 3. With more LCC flying on the Gulf/ SE Asian routes, the competition has become severe. |

### Competition

**Competitors**

1. Jet Airways

2. Indigo Airlines

3. Emirates

4. Singapore Airlines

**This analysis has been contributed by Rahul More.**

**You can also contribute a new brand to the BrandGuide section by [clicking here](#)**