

**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

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| 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

<b>Competitors</b>
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1. Jet Airways
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2. Indigo Airlines
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3. Emirates
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4. Singapore Airlines
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**This analysis has been contributed by Rahul More.**

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