



From:
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To:
General Manager (S & M)/ (GH)

Regional

Domestic/International Network

Ref. No.: BOM/RMIA/ResAuto/040118

04th January 2018

Circular No.: 11

Subject: Get Upfront Offer- International

This circular supersedes all earlier issued circulars.

Scheme:

As a measure to improve the revenue and occupancy in Business & First Class on International sectors Air India offers Airport Upgrade Scheme – ‘Get Up Front Offer’ wherein passenger can get upgraded from Economy Class to Business Class and Business Class to First Class, against the fixed payment. Details of fixed payment for various international sectors are attached with the circular in Annexure 1.

Additional 12%GST is applicable on upgrade amount, effective 01st July2017.

The “Upgrade for Sure (UFS)” scheme which provided confirmed upgrade to passengers on international routes at 24 hours before departure stands withdrawn effective 01st January 2018.

Applicability:

1. Applicable to all passenger type i.e. Adult, Child and Infant.

2. The offer is open to all valid ticket holders, i.e. revenue and non-revenue tickets.

Non-Revenue tickets include:

- Airline Employees flying on free tickets (SOL), or Interline.
- Industry Discount (e.g. ID00, ID50, ID75, and ID90) tickets, or ZED.
- Agency Discount (e.g. AD00, AD50 and AD75) tickets, or Promotional Scheme, Award Tickets, or Concessional.
- Free PR Tickets, or Companion Free Tickets etc.

Pre-Conditions/Restrictions:

- Upgrade permitted only to the next Class Cabin. Economy Class to First Class which represents upgrading a passenger two Cabin classes is not permitted.
- No Child /Infant discount permitted on upgrade amounts given in Annexure 1.

Note: For Infant with or without seat, no discount is available on upgrade amount. He/she will be charged amount similar to that for Adult.

- Lounge Facility at the Airport is permitted only for Revenue Passengers under the paid upgrade offer.
- Upgrade is non-transferable, non-reusable and cannot be converted to cash or otherwise. The upgrade is applicable for the specific flight only.

Scheme Validity:

The scheme is currently valid till further notice. The Upgrade Amounts mentioned in Annex 1 are presently valid till 31MAR18 and are subject to change, without prior notice.

Applicable Sectors:

The scheme is applicable on all international sectors on flights departing with Business and/or First Class configuration.

Modalities:

- Upgrade is offered on **First Come First Served Basis** subject to physical presence of a passenger at the airport. Advance reservation in Business Class is not permitted.
- The facility to upgrade at the Airport will be open up to 1 hour before the departure of flight.

- Airport upgrade scheme will also be available to the passengers who have Tele checked –in / Web checked – in / City checked –in.
- Passenger can pay the Airport Upgrade Amount at the **Airport, Air India City office or through Call Centre** by purchasing EMD in advance across the country.
- EMD issued will be **EMD-A** and with **RFISC : OBJ**
- The EMD can be redeemed against the Airport Upgrade, subject to seat available in higher cabin.
- In case a flight is cancelled, the EMD issued through agent needs to open with appropriate remark for further necessary action. However, if a passenger has paid at the airport where EMD is issued, then the same may be refunded as per the form of payment used for issuance of EMD.
- If a passenger is purchasing an EMD in advance, he/she must be listed on subject to availability (SA) basis in Higher Cabin Class. This will help the Airports in arranging meals for the higher class. However, upgrade will be offered only on First Come First Served Basis.
- Such EMDs can be fully refunded if unutilized against Airport Upgrade.
- In case a flight is cancelled and it is required to transfer a passenger (who has opted for upgrade) on another airline, will be in Economy class as per applicable rule for the original booked RBD.
- If a passenger buying an upgrade from Economy to Business Class has paid for preferred seat as well, then the amount taken for preferred seat will be refunded back to him.

Baggage Allowance:

Baggage Allowance will be as per the original booking of the passenger. No enhanced baggage allowance of the higher upgraded class of travel is permitted.

FFP Miles:

FFP miles will be as per original class of travel. – e.g. Passengers holding Economy class ticket availing the Airport Upgrade will get FFP accrual of miles of Economy class.

Please advise all concerned in your jurisdiction and make all out efforts to maximize revenue from the scheme.

Shyamla Datar
Senior Manager-Revenue Management

