

Riyadh Air Appoints

Bird Travels

as

Exclusive Distribution & Sales Partner in India

New Delhi, March 13th, 2025: Riyadh Air has officially appointed Bird Travels as its exclusive distribution and sales partner in India.

Riyadh Air CEO, Tony Douglas, is currently leading a delegation to India for a series of discussions that will explore potential partnerships in the key market for the airline.

Bird Travels, renowned for its extensive connectivity and deep understanding of the Indian travel landscape, will play a crucial role in enhancing Riyadh Air's brand visibility and promoting its range of flight services across the country.

Gaurav Bhatia, Executive Director of Bird Group, said, “We are honored to be Riyadh Air's exclusive distribution and sales partner in India. We are confident that Indian travelers will embrace Riyadh Air's innovative services and exceptional onboard experience.”

Riyadh Air, which will launch operations later this year, is poised to significantly enhance connectivity and growth opportunities between the two nations, with India expected to become Saudi Arabia's top tourism source market by 2030.

Tony Douglas, CEO of Riyadh Air, said, “India has long been a crucial part of Riyadh Air's network planning ahead of our operations launch. India is a beautiful nation which will play a big part in the success story of our airline, as travel and business opportunities multiply with the expanded offerings we are set to provide.

Beyond connecting people, fostering economic growth, and enhancing and diversifying the Saudi Arabian and Indian tourism sectors, Riyadh Air's network will help develop even stronger bonds between the two great countries.

As the world's first digital native airline, we are dedicated to partnering with entities across a variety of aviation stakeholders in India to create a sustainable, prosperous and mutually beneficial relationship that delivers exceptional travel experiences.”

The Saudi Tourism Authority aims to welcome 7.5 million visitors from India per annum by the close of the decade. Statistics show that the number of Indians traveling to Saudi Arabia increased by 50 percent in 2023 to more than 1.5 million following a series of strategic initiatives.

Saudi Arabia and India enjoy cordial and friendly relations that reflect the two nations' centuries-old economic and socio-cultural ties. Diplomatic relations were established between Saudi Arabia and India in 1947.

As well as being a catalyst for Saudi Arabia's National Transport and Logistics Strategy, Riyadh Air is playing a key role in achieving Vision 2030 goals by contributing to the nation's wider economic diversification and jobs creation aims.

Riyadh Air is set to fly to more than 100 destinations by 2030, increase Saudi Arabia's non-oil GDP growth by \$20 billion, and directly and indirectly create more than 200,000 new jobs globally and locally.

About Bird Travels:

Bird Travels, founded in 1971, is India's largest airlines representation company with expertise in airline management, distribution, sales and marketing. It represents more than 26 international airlines, leisure and lifestyle brands exclusively in India and is committed to provide top-tier services and innovative solutions tailored to its partners' needs. With a focus on excellence and customer satisfaction, Bird Travels has cultivated a robust presence in India and throughout the GCC region and continues to redefine benchmarks and industry standards in travel management and airline operations. Some of the key services offered by Bird Travels include route analysis, feasibility studies, entry strategies, infrastructure for operator airlines, distribution, sales, marketing & PR support, coordination with government agencies, airport support and supervision for online operations. Bird Travels is the flagship entity of Bird Group, a well-established conglomerate in India with a legacy of more than fifty years of excellence in diverse industries - travel & aviation services, information technology, hospitality, retail and education.

www.birdtravels.com

About Riyadh Air:

Riyadh Air is a next-generation airline focused on redefining modern air travel with a digital-first approach. Leveraging Saudi Arabia's strategic location between Asia, Africa, and Europe, it enhances global connectivity to Riyadh, a key hub for trade and tourism. Committed to sustainability, Riyadh Air integrates eco-friendly practices while advancing ESG initiatives. With a focus on innovation and seamless experiences, it aims to set new standards in the aviation industry.