

BIRD INFORMATION SYSTEMS EMPOWERS JAGSON AIRLINES WITH RESERVATION HOSTING SOLUTIONS

JAGSON Airlines signs for AIRS, the Airline Inventory Reservation System from Bird Information Systems

New Delhi, December 23, 2010: Bird Information Systems Private limited (BIS), a leading technology provider of automated aviation and travel related software solutions under the umbrella of the Bird Group, recently announced another strategic partnership with JAGSON AIRLINES for the use of its Airline Inventory and Reservations System (AIRS). The contract was signed by Mr. Koustav M. Dhar (Chief Executive Officer) and Mr. Ankur Bhatia, Executive Director, Bird Information Systems.

Under the terms of this long-term contract signed between the two companies, Bird Information Systems will provide the booking technology for the Airlines Inventory Hosting, Reservation at City/Airport Offices, Call Centre(s) and Internet Booking Engine. Besides, for airport operations a unique state-of-the-art departure control system would be in use by the airline.

AIRS offers airlines a state-of-the-art, user-friendly, turnkey solution spanning right from the booking stage to the check-in process. A revolutionary web based application solution, AIRS provides services in the areas of inventory control, hosting, reservation, ticketing, Internet booking engine, distribution and departure control. Built on a scalable enterprise level architecture, it can be upgraded with additional modules to accommodate enhanced functionalities as the airline grows and evolves.

Ankur Bhatia, Executive Director, Bird Group said, "We are proud of this strategic tie-up with Jagson Airlines. At Bird Information Systems, it is our constant endeavour to create bespoke technology and solutions to add more value to our clients' business. We are sure that our solutions will help Jagson Airlines streamline their booking procedures and optimise their core processes for a better passenger service."

Mr. Koustav M. Dhar, Chief Executive Officer- JAGSON Airlines added, "In collaborating with Bird Information Systems we have ensured that we not only get a common reservation platform but also a booking engine that enables our passengers to book through the Internet, through travel agencies or directly at the airport. Making booking as easy as possible for our customers is part of our strategy to make JAGSON Airlines an impeccable Regional airline in the Indian skies. I have been associated with AIRs for last 5 years and feel this to be the most Robust Internet Booking Engine in Asia pacific and their adaptability makes the system extremely Airline friendly and provides best Yield Management, Seat Management and adaptable DCS at all Airports."

About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 3500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct revenue in excess of USD 120 Million.

For more details please visit: www.bird.in

For further information please contact Six Degrees PR:

Bird Group - Corporate Communication

Ritu Bararia

Tel: +91 124 4610666

Fax : +91 124 4610667

e-mail : rib@bird.in

Six Degrees Public Relation

Neha Vij/Stuti Singh

Mobile: +91 91 9810408014/+91 9717269625

Email: nehav@sixdegreespr.co.in / stutis@sixdegreespr.co.in