

## Travelport and Air India Fast-Track NDC Content and Servicing Delivery on Travelport+

**LANGLEY UK, October 16, 2024** – [Travelport](#), a global technology company that powers travel bookings for hundreds of thousands of travel suppliers worldwide, and [Air India](#), India's leading global airline, today announced that they are accelerating the launch of NDC content and servicing for Travelport-connected agencies. Travelport is the leading distributor for Air India content globally, connecting the airline to its network of travel agencies around the world via the Travelport+ platform. Agencies using Travelport+ will be able to quickly and easily view and compare the airline's NDC offers alongside traditional content in the fourth quarter of this year.

"Globally, Travelport is the leading aggregator of Air India content for travel agencies," said **Damian Hickey, Global Head of Travel Partners at Travelport**. "Our partnership is centered around our shared belief that agencies are an essential retailing channel to provide travelers with seamless, personalized experiences for every trip, even after booking. That is why Travelport's end-to-end NDC solution will empower agencies to directly service Air India bookings, so they can manage changes across NDC and non-NDC content seamlessly."

Travelport's latest enhancement to the Travelport+ platform, [Content Curation Layer \(CCL\)](#), simplifies the process of accessing retail-ready content and identifying the most relevant options from airlines like Air India. Travelport's CCL uses artificial intelligence (AI) and machine-learning (ML) to filter through aggregated multi-source content to deliver accurate search results that are standardized, making offers easier to understand and compare. This ensures that agents can then book the best options for their travelers from any source of Air India's content, based on their unique needs and preferences.

"Travelport is one of our preferred technology providers," said **Nipun Aggarwal, Chief Commercial and Transformation Officer at Air India**. "Together, we are looking to deliver a solution that makes it easy for agents to access, sell, and service Air India's content and offers through Travelport+."

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### About ITQ

InterGlobe Technology Quotient (ITQ), holds leadership position in travel technology industry with its avant-garde travel technology solutions. Bringing non-pareil inventory options to travel retailers' desktops and mobile phones, ITQ renders the process of travel booking and agency management, seamless. As sole distributor of Travelport in India, Sri Lanka, Maldives and Bhutan, ITQ invigorates the connection between travel retailers and airlines through a vast network of data. With innovation fueling its operations since 2005, ITQ has been technologizing travel retailers with inventory, interface and intelligence by being the neural system of travel retailers in India. Connected to 22,000+ agency terminals, serving 6,300+ customers including travel management companies, online travel retailers and retail agencies across 700+ cities offering unparalleled assistance through a 24x7 helpdesk. For more information, visit: <https://itq.in/>

### About Travelport

[Travelport](#) is a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide. Buyers and sellers of travel are connected by the company's next generation marketplace, Travelport+, which simplifies how brands connect, upgrades how travel is sold, and enables modern digital retailing. Headquartered in the United Kingdom and operating in more than 165 countries around the world, Travelport is focused on driving innovation that simplifies the complex travel ecosystem.

## **About Air India**

Founded by the legendary JRD Tata, Air India is a pioneer of Indian aviation. Since its first flight in 1932, Air India has built an extensive global network that spans 29 countries across five continents, connecting India with major destinations in USA, Canada, UK, Europe, Africa, Asia Pacific, Australia, and the Middle East. After its homecoming in 2022, from the Government of India to the Tata group, Air India embarked on Vihaan.AI, a five-year transformation journey, with a vision to be a global airline with an Indian heart. The first two phases of this transformation, 'Taxi' and 'Take-off', were focused on fixing the basics and building foundations for growth. The airline has now entered the 'Climb' phase, which will focus on achieving excellence in operations and customer experience. A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity to passengers as a full-service global airline, while its wholly owned subsidiary Air India Express operates as a low-cost airline flying within India and nearby countries.

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