A MINI PROJECT REPORT

ON

"PROSPECTS OF AIR INDIA UNDER THE NEW AEGIS OF TATA SON'S"

Mini Project Submitted in fulfilment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

From

BENGALURU CITY UNIVERSITY

Submitted By

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Under the Guidance of

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Affiliated to Bengaluru City University

(2021-2022)

CERTIFICATE OF INSTITUTION

This is to Certify that this project entitled **“PROSPECTS OF AIR INDIA UNDER THE NEW AEGIS OF TATA SON’S”** has been successfully completed by **Shoriful Islam** of **Reg. No. MB206252** during the year **2021-2022** and the report is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Ravish B.A**.

Place: Bangalore **Dr. B.A. ANURADHA**
Date: **Principal**

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Place: Bangalore **Prof. DEEPAK SINGH M.C**

Date: **Associate Prof. And HOD**

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Name of the Student: **Shoriful Islam**

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Title of the Project: **Prospects of AIR India Under the New Aegis of Tata Son's.**

Name of the Guide: **Prof. Ravish B.A**

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STUDENT DECLARATION

I hereby declare that the Project Report entitled **Prospects of AIR India Under the New Aegis of Tata Son's** has been prepared by me under the supervision and guidance of **Prof. Ravish B.A**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore **SHORIFUL ISLAM**

Date: **Reg. No. MB206252**

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ACKNOWLEDGEMENT

This Project has been a great learning experience in valuable source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

I like to thank the principal **Dr. B.A. Anuradha**, other faculty members and the institution itself without whom this experience would have been a distant reality.

I am really thankful to **Prof. Ravish B.A**. faculty of management department, **Al-Ameen Institute of Management Studies**, for his valuable guidelines and suggestion which helped me to structure my Mini Project.

Here by, I express, my deepest thanks to HOD **Prof. Deepak Singh M.C** for his support and guidance to carry on with the Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

SHORIFUL ISLAM

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Chapter-1

INTRODUCTION

INTRODUCTION TO THE TITLE:

Before I am going to write about prospects of AIR India under the new aegis of tata sons or Tata group. I want to write about the past of AIR India. There is blood emotional relationship with AIR India and Tata Group since 1932, When JRD Tata founded Airlines in the year 19*32 as a divisions of tata sons limited (Now it is Tata group).

The future possibility of AIR India under the new management of tata sons is very difficult. Because of consequent losses Consequently the AIR India has been facing losses since last five years still now and it is also very difficult or tubed for AIR India to regain that position whatever the AIR India had in its early year.

OVERVIEW OF THE COMPANY (AIR INDIA):

If I want to talk something about the journey of the air India briefly and fluently then I need to explain it in two- to three ways and these are mentioned below:

i) Early years of air India or Pre-Independence (1932-1945).

ii) Post –Independence that is (1947-2000).

iii) Post- Liberalisation that is (From 2000 to till now).

HOW AIR INDIA COME BACK TO THE TATA SON'S:

The national carrier, euphemistically known as the Maharajah, has finally retired after 68 years. The Maharajah is preparing to return to the tata gang or make a comeback. The government has finally sold its flagship national carrier, AIR India, after more than two decades and three attempts.

JRD Tata created Tata Airlines in 1932, and it was known as Tata Airlines at the time. The aviation section of Tata Sons was established as AIR India in 1946, and the airline was private partnerships.

AIR India was nationalized in 1953, and it has been India's cherished possession for the next four decades, owning the majority of the domestic space.

With the opening of the aviation sector to private players in 1994-1995 and private entities offering cheaper tickets, AIR India gradually lost market share. In 2000-2001, the NDA Government attempted to sell a minority stake or 40% stake in AIR India as part of its broader privatization and disinvestment push.

Since 2007, when AIR India and Indian Airlines amalgamated under the brand name AIR India, the company has been losing money every year.

In 2012, the former UPA administration adopted a TOURAROUND PLAN and a FINANCIAL RESTRUCTURING PLAN (FRP) for AIR India.

Whether Narendra Modi's initial attempt to sell the NDA government's stake in the State-Owned Airlines in 2017-2018 failed. After almost a year of planning, the BJP government's second effort got launch in 2021, roughly a year after it was announced.

The reserve price has been fixed at Rs 12,906 crore by the government, with the Tata group submitting the winning bid of Rs 18,000 crore. Tata has also acquired a 100% share in AIR India, a 100% stake in AIR India Express's International Low-Cost Arm, and a 50% stake in AIR India SATS's ground handling joint venture. Tata will also hold renowned brands such as AIR India, Indian Airlines, and The Maharaja, in addition to 141 plans and access to a network of 173 destinations, including 55 international destinations.

HISTORY OF AIR INDIA:

Tata Airlines was established by J. R. D. Tata in 1932 as a unit of Tata Sons Ltd. (now Tata Group). Regular commercial service was re-established in India after World War II in 1946, and Tata Airlines became Air India, a public limited company. The government nationalized the air transportation industry in 1953 with the Air Corporations Act, and Air India International Limited was formed. Air India made its initial foreign flight from Delhi to New York via London in 1960.

Air India became the world's first all-jet airline in 1962, and its name was shortened to Air India. In the year 2000, services to Shanghai and Air India's third US gateway, Newark Liberty International Airport in Newark, were launched. In 2007, Air India and Indian Airlines combined to form Air India, which retained its name. Air India has joined Star Alliance, and Alliance Air and Air India Express are expected to join soon. Air India established Frankfurt Airport in Frankfurt am Main as its international hub for onward connections from India to the
United States on March 1, 2009; however, the airline closed the Frankfurt hub on October 30, 2010.

However, Air India's CEO, Arvind Jadhav, announced on July 14, 2010, that the new terminal 3 at Delhi's Indira Gandhi International Airport would be the hub for international and domestic operations, with plans to start new direct flights to Chicago (USA) and Toronto (Canada), as well as relocating almost all international long-haul flights from Mumbai's Chhatrapati Shivaji International Airport due to space constraints. This would improve passenger flow and lower operating costs. The airline also intends to establish a new international hub at Dubai International Airport in the United Arab Emirates.

Air India, India's national flag carrier with a global network of passenger and cargo flights, is the country's only state-owned airline, having recently merged with Indian Airlines.

Air India connects 146 international and domestic destinations around the world, including 12 gateways in India, with its main bases at Chhatrapati Shivaji International Airport in Mumbai and Indira Gandhi International Airport in Delhi. Air India Express, a wholly-owned subsidiary of Air India, connects 146 international and domestic destinations around the world with its main base at Chhatrapati Shivaji International Airport in Mumbai and Indira Gandhi International Airport in Delhi. Air India and Indian Airlines amalgamated on February 27, 2011, together with their subsidiaries, to establish Air India Limited.

Air India Destination & Services

Air India in International Traffic:

Nowadays, Air India flies to and from a variety of international destinations. Osaka and Tokyo in Japan, Lahore in Pakistan, Seoul in South Korea, Male in the Maldives, Dar-e-Salaam and Nairobi in Africa, Shanghai and Hong Kong in China, Dhaka in Bangladesh, Kathmandu in Nepal, Toronto in Canada, and Colombo in Sri Lanka are some of these cities.

In addition, Air India travels to major airports in the United States of America, including John F Kennedy International Airport, Chicago O'Hare International Airport, Newark Liberty International Airport, and Los Angeles International Airport.

Currently it offers various direct nonstop flights to JFK International Airport from Mumbai and Delhi, among other locations. These routes will be served by Boeing 777-200LR aircraft, which were recently added to the fleet.

Air India also has code-share agreements with a number of international airlines, including Air France, Thai Airways, Lufthansa, Singapore Airlines, and Malaysia Airlines. Schemes abound, and flight tickets to these destinations are available at heavily discounted rates. Kuwait, Dammam, Riyadh, Doha, Dubai, Jeddah, Abu Dhabi, and Sharjah are among the other Middle Eastern locations served.

Air India in the Domestic Market

Amritsar, New Delhi, Jaipur, Ahmedabad, Mumbai, Bengaluru, Coimbatore, Kochi, Madurai, Kozhikode, Chennai, Tirupati, Hyderabad, Vishakhapatnam, Kolkata, Gaya, Varanasi, and Port Blair are among the major domestic destinations operated by Air India. Air India's Fleet Air India's fleet consists of 149 passenger jets, 35 of which are wide-body planes and 114 of which are narrow-body planes. Aside from this, there are ten freight jobs available. While the majority of the planes are operated by Air India, a handful have been leased out.

Chapter-2

RESEARCH DESIGN & METHODOLOGY

Need for the Study:

Airline industries have a huge economic and social impact in any developing nation, but when such industries (a special reference to AIR India) fail, it becomes critical in establishing the facts leading to this downfall, while in this case it seems presumably due to inferior management. if such faulty operational inefficiency could be overturned through better management under the aegis of Tata Sons Who are known for their competence & expertise in this industry.

Thus, by evaluating, this transitory changes in managerial challenges it becomes critical to gain new insights into some the best practices in management adopted by big corporate business houses to remain competent within this sector.

Statement of the problem

Indian Aviation Industry has been volatile since its incorporation under the union government of India, especially in terms of profit and sustainability even after several decisions like retrenchment, layoff, price cuts and hikes on passenger's fares. Thus, the very survivability of this prestigious industry is or at least was questionable until now which was acquired by the Tata Sons.

OBJECTIVES OF THE STUDY:

I. To know the future possibility and viability of AIR India under the new management of tata sons.
II. To understand in detailed about the Business Model of Air India Under the new management of tata sons.
III. To identify the future course of actions on both domestic and International Airlines under the new management of tata sons.

Scope For the Study:

i) It will help to identify the future course of actions or upcoming potential or possibility of AIR India in the field of Airlines under the new aegis or management of TATA Sons.
ii) It will help to know the major competitors of AIR India and challenges for AIR India under the new management of Tata Sons.
iii) It will also highlight the analysis of SWOC that is Strength, Weakness, Opportunity and Challenges and it will help to the company for making

business strategy.

iv) It will help to know the performance of employees, satisfaction of passengers and quality of services provided to the passengers by AIR India.

v) It will help to know the reasons for making losses consequently since last Five to Six years.

Limitations of the study:

i) It is limited by secondary data only. I have done the entire study with the help of Internet sources, National and International journals, Newspapers, Magazines etc. There is no primary data.

ii) The time for the study is limited that is within a short period of time I need to be finished this study.

iii) I have done the analysis of the study on the basis of external data of AIR India available in the sources like Internet, Magazines, Journals, Newspapers etc. It may be or not be accurate.

Methodology of the Research:

Each and every project work is based on certain methodology, which is a way to systematically solve the problem or attain its objectives. It is a very important guidelines and lead to completion of any project work through observation, data collection, and data analysis. System of broad principles or rules from which specific methods or procedures may be derived to understand different situations or solve various issues within the scope of a particular discipline, unlike an algorithm, a methodology is not a formula but a set of exercises or practices.

The research involved comprehensive and intensive studies of Prospects of AIR India under the new aegis of Tata Sons. In this project report a sincere effort has been made to study the external materials related to the topic and analysed them in a systematically.

During this study, I study company's financial performance, domestic and international market share in the field of aviation sector, number of employees, destinations and departures, the company recently has announced various schemes related to ticket price.

Research Design:

The research design is used in this study is analytical research. In this Study, the main focus is on the future possibility and viability of AIR Indian under its new management of Tata Sons.

Tools for Collection of Data:

The number of data or information is used for this study is based on secondary data only. I have not taken any primary data.

The data necked for this study is being collected from various sources of internet, newspapers, magazines, other sources. Apart from this, A few data is collected from the annual report of the AIR India and Directorate General Of Civil Aviation. In a one sentence, the whole of my study is based on secondary data of AIR India. I have used pie charts and table charts for interpreting various data.

Chapter-3

SWOC ANALYSIS

STRENTHS, WEAKNESSES, OPPORTUNITIES, AND CHALLENGES FOR AIR INDIA:

The MAIN purpose of doing this SWOC analysis of AIR India is to experiment the future possibility and viability of AIR India Under the new aegis(management) of Tata Sons.

The principal motive or key intent of AWOC analysis of AIR India is to examine the futuristic Strengths, Weaknesses, Opportunities and Challenges of AIR India.

1. Strengths of AIR India:

i) AIR India has the ability to flying non-stop flight.

ii) AIR India has a good renown or reputation for providing high quality of services in domestic as well as international.

iii) AIR India has good number of Fleet size and destinations in both domestic and international (Fleet size- 128; total domestic destinations- 56; and total international destinations- 42).

2. Weaknesses of AIR India:

i) Low profitability: Since the last few years, the AIR India has been making losses consequently.

ii) AIR India has taken a large amount of Financial Risk:

The burden of huge debt has been borne by the new management of AIR India and this burden of debt could AIR India put in danger in the future.

iii) Default in making payments:

The chances of default on the payments to the employees and other creditors on time is very high due to the burden of huge debt.

3. Opportunity of AIR India:

As we know that the rank of India is second in the world in terms of populations. So, we can easily predict the futuristic potentials of AIR India in the domestic traffic as well as in the international traffic, because of its well known in the airline passengers. Following are the opportunity of AIR India-

i) The demand for tourism in India as well as out of India or abroad is very high. So, AIR India has the opportunity to explore this demand of tourism.

ii) Enhancement of route and increase the number of international destinations.

iii) The Union Cabinet, Government of India has allowed 100 per cent Foreign Direct Investment (FDI) in the aviation sector and it will facilitate investors to invest their money in AIR India. It will also make more profitable to the AIR India and FDI investors.

iv) It is time for AIR India to fly longest non-stop flight in worldwide.

4. Challenges of AIR India:

i) Amalgamation of AIR India and AIR India Express with AIR Asia India and Vistara.

ii) In the sense of competition, fighting with IndiGo is a challenge for AIR India. Based on the domestic market share, IndiGo is driving dictatorship regime in the domestic market. So, it is not so easy for the new management of AIR India to fulfil the gap in between AIR India and IndiGo.

Upcoming Challenges for Air India Under the New Management.

According to the sources, At the end of the year (2021), The Government will transfer the entire ownership to the Tata Sons. We know that at the middle time of 2000, the AIR India's reputation has been falling down because of the AIR India started facing financial troubles.

Since the Government seems to bear all the costs of AIR India that is why the Government decided to transfer the 100 per cent stake or share to the private players. And Tata Sons has won the bidding of AIR India.

After so many years, approximately 68 years, the AIR India finally has come to its own house.

AIR India has 2,378 landing slots in the world with 42 foreign destinations. Apart from this, 4,400 slots at airports in India. AIR India also has not less than 1500 more than 1500 well trained pilots and there are 2000 most experienced engineers in AIR India.

There are so many challenges that the management of AIR India need to be taken into consideration. I will highlight the challenges one by one in the below –

First, the new management of AIR India need to be merged AIR India and AIR India Express with Vistara and AIR Asia India.

Second, Management of AIR India need to break even with Indians Competitive aviation sector.

After the amalgamation of AIR India and AIR India Express with Vistara and AIR Asia India that may be leads to regain that position whatever had its initial journey with the leadership of J.R.D. Tata.

AIR India's most important advantage is that AIR India has the ability to fly non-stop flight to various destinations for examples- United States of America and European countries like- Germany, France, Italy etc. In this countries AIR India has the profitable or lucrative landing rights. AIR India also has the right to landing with one-stop options in the country of United Arab Emirates and so on.

So many industrial specialists have given their opinion that after the lockdown and pandemic, non-stop flights are more popular specially, advantageous or lucrative business passengers.

Mission and Vision of AIR India

Every company has its own mission and vision Air India is not opposite of this AIR India also has its own mission and vision.

Mission of AIR India:

Customers or passengers of airlines and its distribution partners to rank AIR India among the top five airlines in Asia Pacific.

VISION OF AIR INDIA:

- To use industry standards to streamline all business operations relating to passenger and departure control software in order to increase revenue and reduced the expenses.

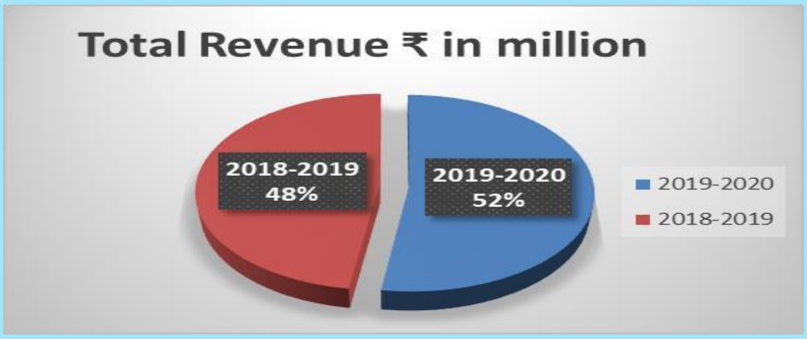
- Upgrade to the maximum level of engagement with several Global Distribution Systems (GDS).
- Provide a variety of booking and check-in options for customers to make it easy for passengers.
- Due to an increase in e-ticket coupons and faster interline settlements, revenue determination per flight departure is more time and precise.
- Assure that the NACIL-hosted system has been updated to reflect the most recent Industry Standard (IS) changes that are relevant to all PSS applications.

Chapter-4

OUTCOMES OF THE STUDY

CONSOLIDATED REVENUE

- **Total revenue** has been increased from Rs.298,111.5 million in the financial year 20182019 to Rs. 328,306.2 million in the financial year 2019-2020.The increasing rate of total revenue is 10.1%.



- **Passenger revenue** has also been increased from Rs. 247,283.9 million in the financial year 2018- 2019 to Rs.275,357.5 million in the financial year 2019-2020. The increasing rate of passenger revenue is 11.3%.

- **Other revenue** has been increased from Rs.12,242.4 million in the financial year 20182019 to Rs.13,309.4 million in the financial year 2019-2020.

EXPENDITURES 0F AIR INDIA:

Total Expenses:

As per the record of the financial statement of AIR INDIA, in the financial year 2019-2020 and 2018-2019, the total costs of AIR India were Rs. 389,737.4 million and Rs.370,264.9 million respectively. It included staff cost and fuel cost also. As We have seen that the amount of total expenses has been increased as compared to the previous year 2018-2019. Showing the data in figure 1.1 in the below pie chart:

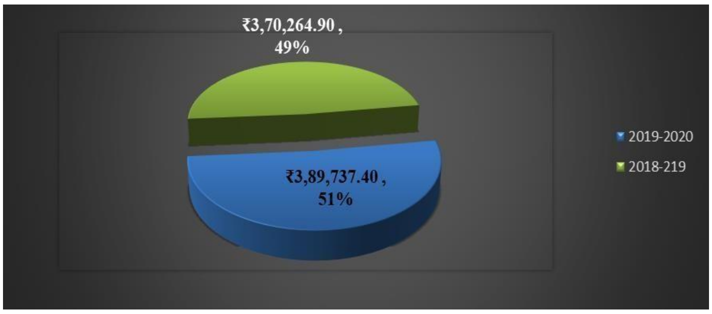
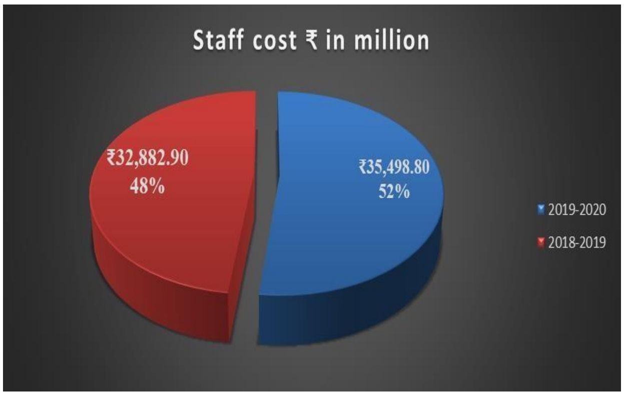


Figure- 1.1

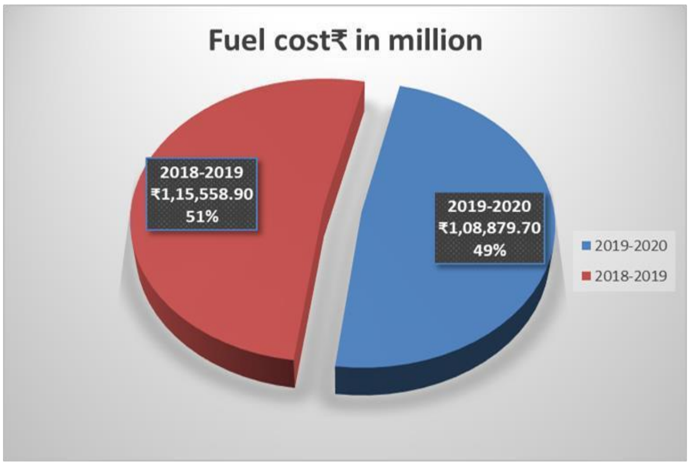
Staff Cost:

As I mentioned in the above that the financial data, I have collected from the financial statement of AIR India. In 2019-2020, the AIR India spent Rs.35,498.8million towards its employees. In 2018-2019, The figure was Rs.32,882.9 million. As compared to the previous year that is 2018-2019, the amount of costs incurred on the employees has increased by 8 per cent. Showing the data in figure 1.2 in the below pie chart:



Fuel Cost:

The amount of costs or money spent on fuel by the company (AIR India) in the financial year2019-2020 was Rs.108,879.7 million and in 2018-2019, it was Rs.115,558.9 million. Comparing with the financial year 2018-2019 and 2019-2020, we can easily understand that the amount of costs on fuel has decreased in the year 2019-2020.Showing the data in figure 1.3 in the below pie chart:



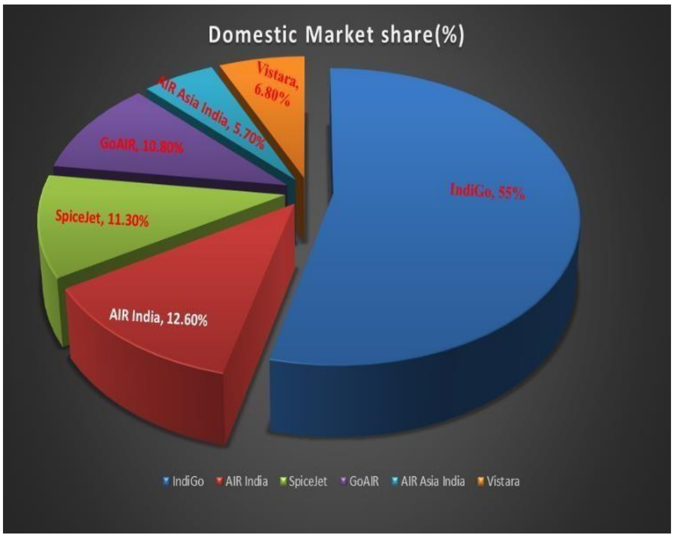
Figure

Figure-1.3

Major Players and Their Market Shares in both domestic and international market:

After the transfer of controlling power of AIR India from the Government to the Tata Sons, we can say in a one sentence that is transfer of ownership to Talace Private Limited, formed by Tata Sons.

In the current scenario of the aviation sector, there are so many competitors in the field of aviation sector. Shown the major players including AIR India and their Market Shares in the domestic market:



Indian Airlines in International Market: AIR India is the oldest and largest Indian airlines service provider in both domestic and international traffic. AIR India has been able to play an important role in the International Traffic.

Major Players and Their Market Share has shown in below table

Name of Airlines	Market Share (%)
AIR India	11.60%
IndiGo	11.50%
Emirates Airlines	9.40%
AIR India Express	7.70%
SpiceJet	4.60%
Etihad Airlines	4.40%
Qatar Airways	3.30%
Oman Air	2.90%
Sri Lankan Airways	2.90%
British Airways	2.70%
Singapore Airlines	2.60%

Saudi Airlines	2.40%

Summary:

From the above two charts that is the Domestic Market share and International Market Share, it is very clear that the position of AIR India in domestic traffic and international traffic based on market share is very good. Whether AIR India has got second rank in domestic market share in the fiscal year 2019-2020 and among the Indian airlines, AIR India has been able to occupy the first position in international market share in the fiscal year 2019-2020. Instead of that, the AIR India has been bearing losses consequently. Because of lack of proper management, Unable to utilize the human resources properly, ticket prices related issues etc.

AIR India at A Glance:

As per the record in The Directorate General Of Civil Aviation, Government of India (as on 1st November 2019)

Fleet size	128	Total International Destinations	42
Permanent employees (Including 948 employees on deputation to other companies)	9426	Total Domestic Destinations	56
Contract employees	4201	Domestic Slots (arrivals and departures) utilised by AIR India	4486
Total Employees	13,629	Domestic departures per week	2712
Pilots& co- pilots	1884	International Slots (arrivals and departures) utilised by AIR India	2738
Cabin crew attendants	4028	International Departures per Week	45

VARIOUS MARKETING INITIATIVES SCHEMES BY ITS NEW MANAGEMENT OF TATA SONS:

Recently the AIR India has announced various schemes related to ticket price under its new management for domestic and international airlines passengers as well as employees of it.

Few of the schemes are mentioned in the below:

I) Shorter Working Week Schemes:

In this schemes, Permanent employees of AIR India (except Pilot, Co- pilot and cabin crew) in a week they can work only three days with the payment of 60 per cent of their salary.

II) Maharaja E- Super Saver Schemes:

Under the Scheme of Maharaja e-super saver with the Maharaja, the domestic passengers can easily fly with the economic Class and Business class of AIR India. In this scheme, the passenger can enjoy the advantages of 5 kgs of additional baggage allowance on each e-coupon because of Maharaja e-super saver is a multi-coupon e-ticket. And there is a validity of time for each and every e-coupon.

For Economic Class	Validity of Time
2 coupons e- super saver	45 days
4 Coupons e- super saver	3 months
8 Coupons e-super saver	6 months

For Business Class	Validity of Time
4 Coupons e-super saver	3months
8 Coupons e-super saver	6 months

International Schemes:

I) Get Upfront Upgrades Offer
II) Student Offer
III) Maharaja Scholar Offer
IV) Special Companion Free Scheme
V) Corporate House Schemes (Domestic and International Destinations)

Measures to Improve performance

Plans to turnaround performance:

The new aegis(management) of AIR India already has taken various initiatives to enhance the performance within the organisation and it includes the following:

- the new management of AIR India has made a 100 Day Blueprint to give a new look to AIR India. This 100 Day Blueprint includes redressal of complaints related to passengers and call centre along with improving on-time- performance of AIR India. In a sentence it means that the new management of AIR India has focused on improving the basic level of service standards. Tata Son's has declared its CEO and his name is non-other than Fred Reid, a former president of Delta Airline of America and he will lead AIR India.
- New management of AIR India has decided to fly non-stop flights between in San Francisco (USA) and Bengaluru over the north pole.
- Tata-owned AIR India will fly its aircraft over the Hindu Kush Mountain route to the Western countries. Hindu Kush Mountain is the worlds largest highest route for North America and Europe operations. It will save time and it will also reduce the amount of fuel will lead to reduce the cost of fuel
- execution of the Financial Restructuring Plan and the Turnaround Plan to enhance the Financial and Operating performance efficiently.
- AIR India has formed a Fuel Council and Fuel Manager under its new management to critically analysis the fuel consumption on all flights.
- AIR India has decided to fly its aircrafts over the world's highest route Hindu Kush Mountain Route.

How Tata Sons plans to fly AIR INDIA Out of Losses

The TATA Sons through its special purpose vehicles Talace Private Limited has own the bid to buy AIR India at a cost Rs.18,000 crore.

The deal to be expected to finalised by the end of the year. This again making the owner of the AIR India after 68 years. For the Tatas, the deal just not an emotional one to buy the AIR India That J.R.D. Tata had founded.

According to the sources, the Tata sons has worked out the synergy between AIR India and other group of companies that will allow cost-cutting and make the AIR India competitive.

The key to reviving the fortunes of the AIR India could be the synergy between various Tata Son's firms like TCS, Taj and Tata advanced systems that have deep experience in servicing the airline business in worldwide.

Scope for Profits of AIR India:

Business experts say that the large debt in the books of Air India has received too much attention (including its subsidiaries and group entities). Air India has been clocking weekly departures ranging from 380 (in FY15) to about 450 (in FY16), according to financial statistics accessible for the past several years (in FY19). On a monthly basis, this translates to over 1,600 departures and a passenger revenue of over Rs 2,260 crore (pre-pandemic figures when aviation sector was booming).

Fuel accounts for less than 44% of passenger revenue, or roughly Rs 910-920 crore, on the expense side. The salary bill is in the range of Rs 260-265 crore per month. Another Rs 210220 crore is spent on the lease. Experts believe that, following the takeover, cost rationalisation combined with increased passenger volume, the potential for profit generation from Air India operations will be enormous.

"Decisions would be made faster, cost discussions would be more effective, and deals with aircraft lessors would be better negotiated." For the buyer, there are further benefits. "Access to slots all over the world, skilled and experienced pilots, crew and technical staff are just a few of the numerous benefits," a former Air India employee adds.

Air India's secondary network of code share operations, which is covered by 25 code share agreements with other carriers, AI (AIR India) also offers 75 more destinations. Air India carried approximately 22.1 million passengers in the fiscal year 2019 and generated Rs255,088 million in operational income. Air India had a fleet of 121 planes at the time (excluding four B747-400 planes), mostly Airbus and Boeing planes like the A-319, A320, A-321, B-777, and B-787. 65 were owned or on finance lease/bridge loans, 21 were on a sale and lease back plan, and the remaining 35 were on an operating lease.

OUTCOMES

- From this study, it is found that, the financial health of AIR India is not in a good position because of AIR India has been making losses from the last few years.
- From this study, I found that AIR India has the ability to fly non-stop flights in worldwide. Apart from this, it also found that The Union Cabinet, Government of India has approved 100 per cent FDI (Foreign Direct Investment).
- From this study, it founds that AIR India has good numbers of Fleet size, permanent and contractual employees, International and domestic destinations.
- From this study, it founds that (Based on Market Share) AIR India has able to achieve the rank in domestic along with international market.
- From the above study, it is found that, the most of the employees are expected to the growth of the loss-making AIR India under its new management of Tata Sons. Most of the employees are seen their bright future under its new management. Instead of this, few of them(employees) are worried about their jobs in the future.
- From this study, it founds that AIR India has been started time saving and fuel saving aircraft especially on the non-stop flights.
- From this study, it founds that Air India announced several schemes in respect to ticket price.
- From this Study it founds that as a low- cost carriers in the domestic and international market, among the passengers the demand of AIR India is very high.

Chapter-5

LEARNING EXPERIENCE

& CONCLUSION

Although it is a mini project report and from this report or study, I learn so many new things in respect to this project report study within a short period of time. Since the project report is based on secondary data only for which I did not get the experience of primary data collection. But even then, I have been able to gain a lot of experience from this mini project study and This experience will help me to do upcoming major project reports which will start in the 4th semester.

During this study, I have collected various kinds of data relevant to the topic Prospects of AIR India under the new aegis of Tata Son's. The data whatever I collected from various sources I have analysed and interpretation it in a systematic manner. In this sense I can say that with confidence, this experience will help me to do more major project report or research paper in any field in the future.

CONCLUSIONS:

I want to conclude this study on **Prospects of AIR India under the new aegis of Tata Sons** with a few words. Under the leadership of Tata Sons, the new management of AIR India has undertaken many plans to give a new look to AIR India and it also includes 100 Day Blueprint already I have mentioned it earlier. The new management of AIR India are very optimistic about its (AIR India) bright future.

AIR India has its own goodwill in the field of airlines both domestic and international traffic. Apart from this AIR India also has good rank in domestic and international market share in Indian airlines

Tata owned AIR India has a magnificent prospect in the field of Indian airlines sector as well as international airlines. Only Tata's leadership will make this possible to implement. Because of, Tata sons is known for their competence and expertise in the field of airlines service.

As a big corporate business house, tata sons and its management body have the power to take the right decision in the right time. Tata Sons has lot of experiences of selecting the best practices from so many practices related to management in the field of airlines services.

In adopting the best practices in management will make AIR India to regain the position whatever AIR India had under the leadership of J.R.D. Tata. As my personal opinion, I would like to end this by saying that the new management of AIR India will be able to bring back AIR India to its previous state under the leadership of Ratan Tata.

CHAPTER-6

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