

**AIR INDIA**  
**express**

**IndiGo** 



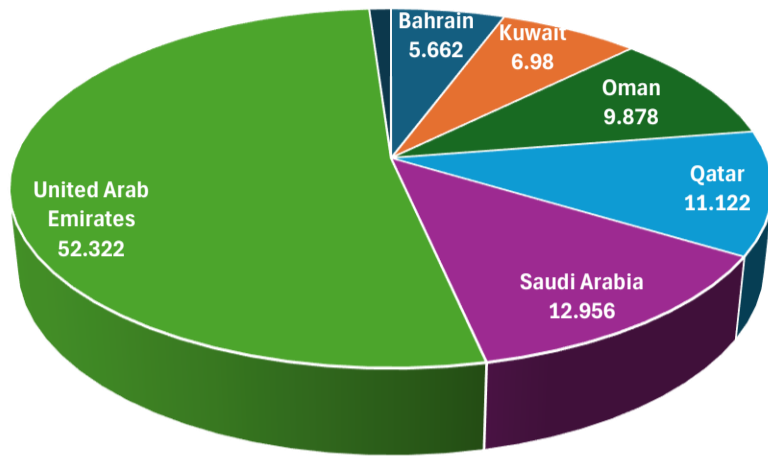
*Competitive Benchmarking*  
**India → Middle East**

Q1/2023 – Q1/2024

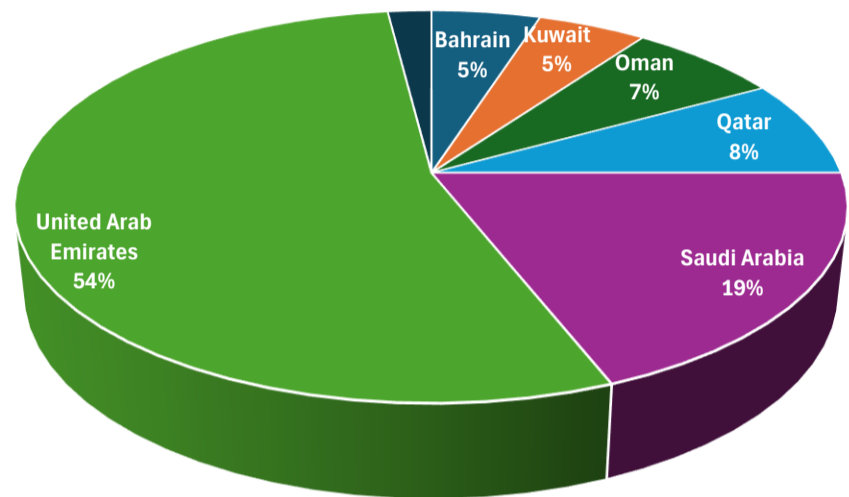


# Market Dynamics

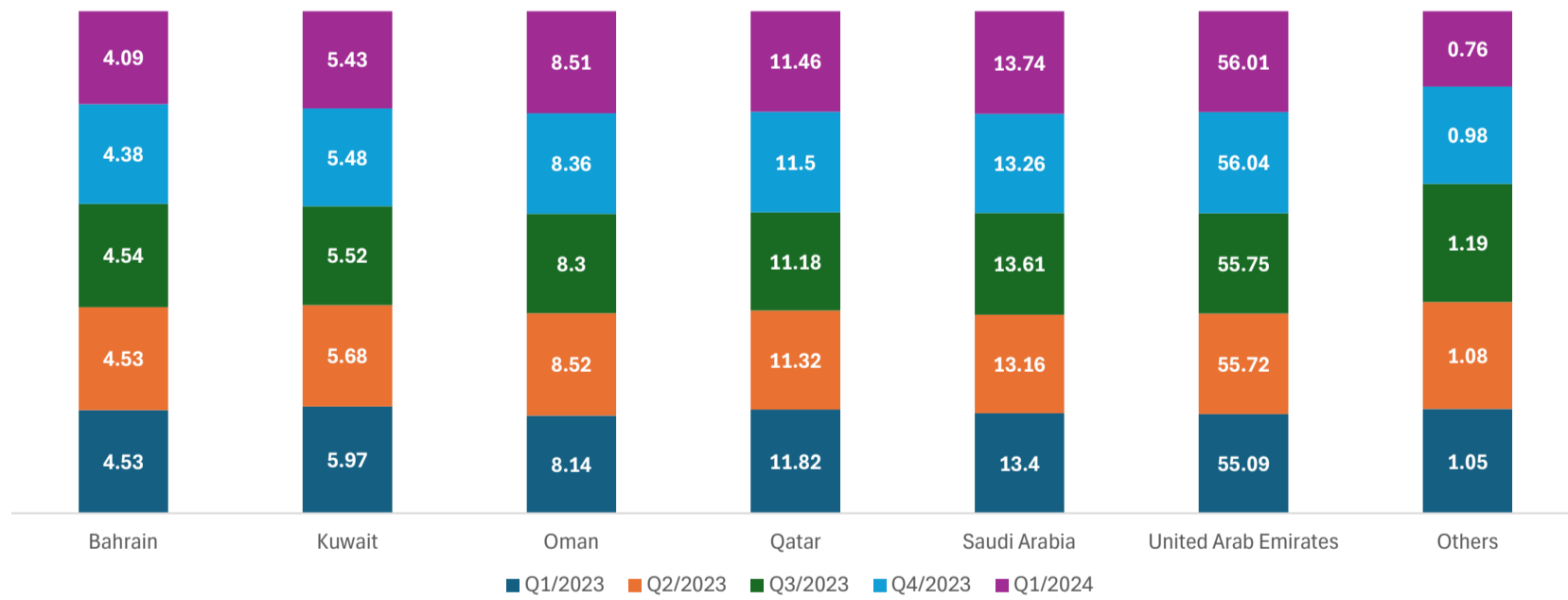
Frequency Share



Ticket Revenue Share



Capacity Share



## Key Takeaways

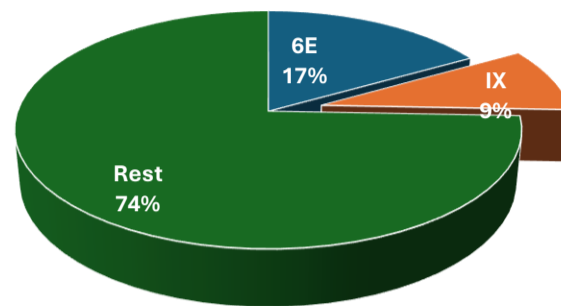
1. The Analysis of the air travel market position between the India and Middle East markets reveals that UAE is the key dominant market for India followed by the Saudi and Qatar.
2. The position is same in every metric revealing the UAE's keen dominance as a hub for the air travel market out of India.

# Traffic Dynamics

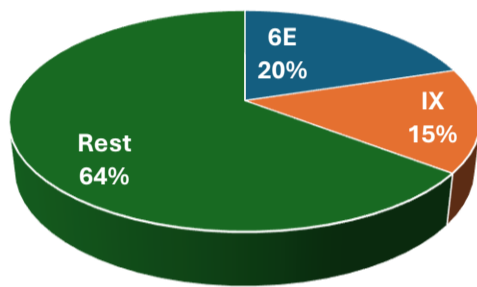
## TOP 5 ROUTES FREQUENCIES

BOM > DXB	7093
DEL > DXB	5970
BOM > AUH	3205
COK > DXB	2933
COK > AUH	2802

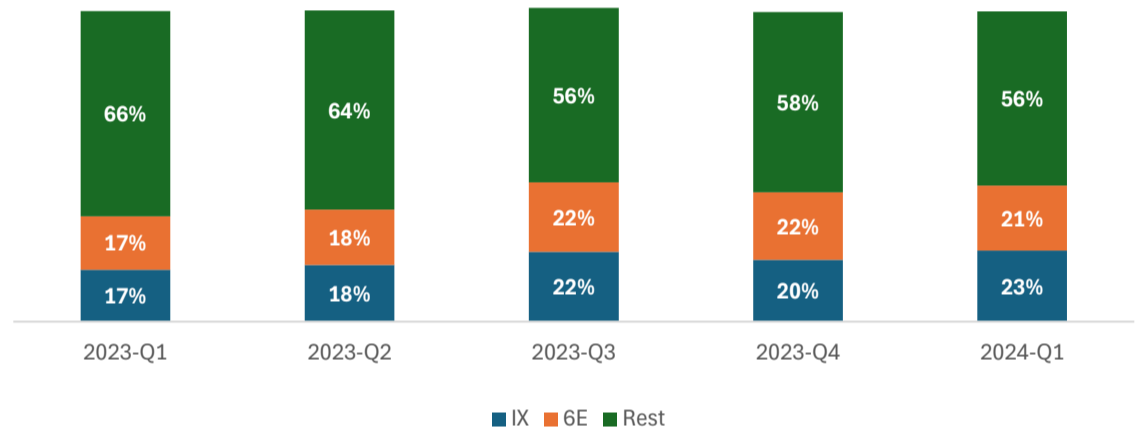
Airline's Capacity Share on Top5 Routes



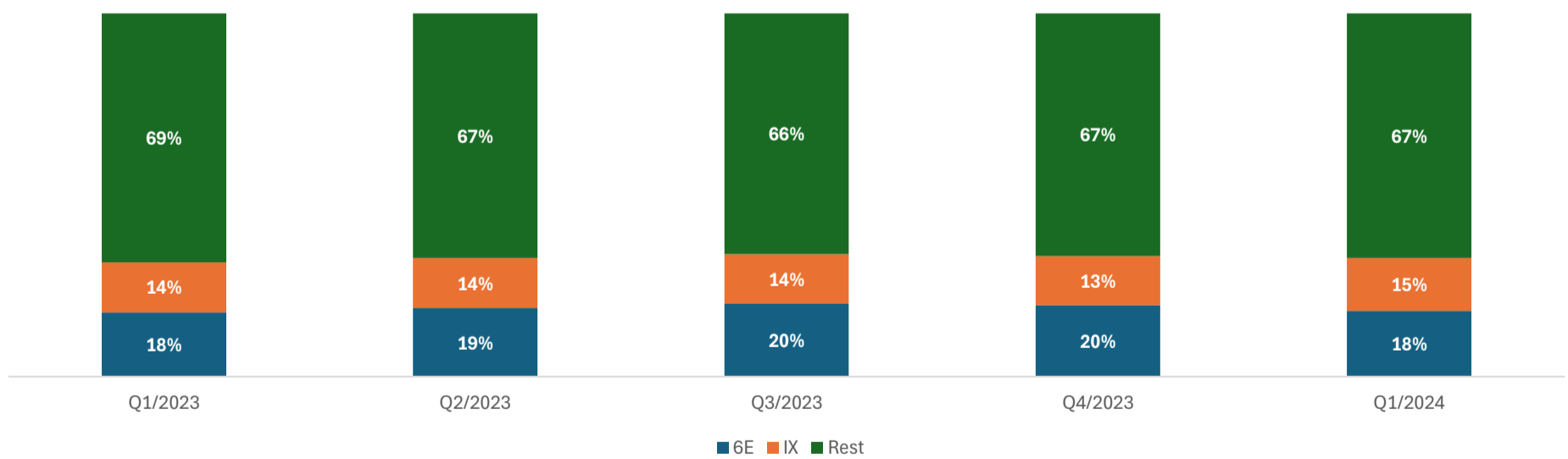
Airline's Frequency Share Breakdown



Airline's Connecting PAX Share Breakdown



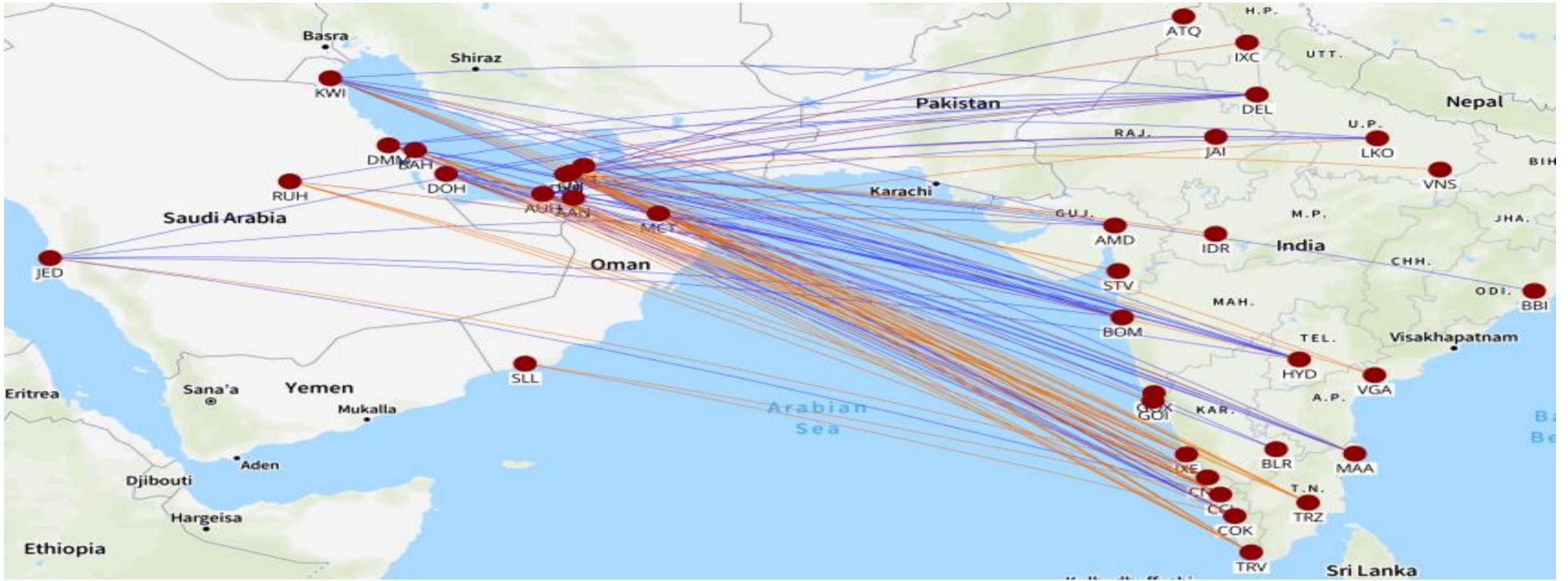
Airline's Capacity Share Breakdown



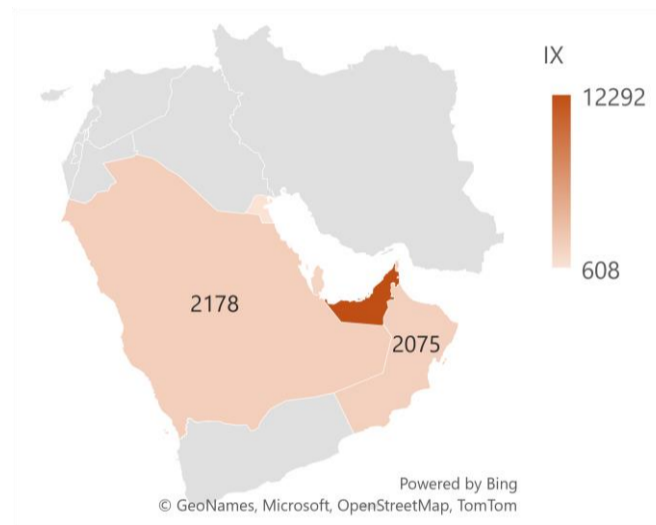
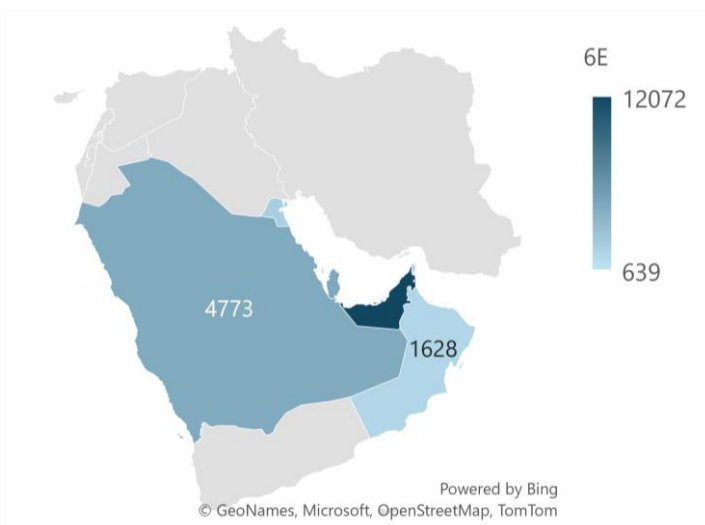
### Key Takeaways

1. BOM > DXB and DEL > DXB are the routes which takes the top two positions with a greater number of flights between the two markets.
2. Indigo dominates the Air India Express in terms of both frequency and capacity shares.
3. The benchmarking of frequency and capacity shares of both these LCCs reveals an interesting observation of there is only 5% difference in frequency share whereas capacity share holds an 8% margin revealing that Indigo is operating with more ASKs per flight than Air India Express.
4. The connecting PAX share reveals that both the LCCs are having almost same number of passengers travelling through connected flights of them.

# Network Connectivity

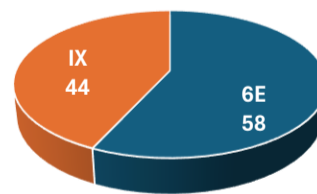


Middle East Country Wise Frequency Breakdown



Common Destinations	Only 6E	Only IX
AUH BAH DMM DOH DXB JED KWI MCT RKT RUH SHJ		AAN SLL

Average Flights Per Day



Overlapping Routes
ATQ > SHJ
BOM > DMM
BOM > DOH
BOM > DXB
BOM > JED
CCJ > DMM
CCJ > DXB
CCJ > JED
CNN > DOH
COK > AUH
COK > BAH
COK > DMM
COK > DOH
COK > DXB
COK > MCT
DEL > DXB
HYD > DMM
HYD > JED
HYD > MCT
HYD > RUH
IXE > DXB
LKO > DMM
LKO > DXB
MAA > KWI
STV > DXB
TRV > SHJ
TRZ > DXB

## Key Takeaways

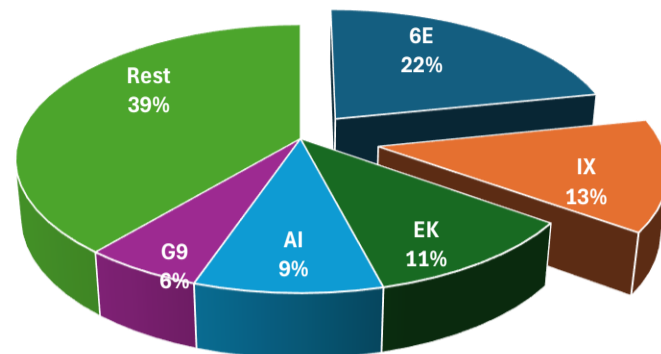
1. The Network Analysis of Indigo and Air India express reveals that they are overlapping on 27 routes where they are competing directly each other.
2. Interestingly both the LCCs have almost all the destinations are same in the Middle East expect Air India Express operating to two unique destinations, one in UAE and one in Oman.
3. Indigo is actually dominating the Air India Express with more number of average flights per day.

# Ticket Revenue

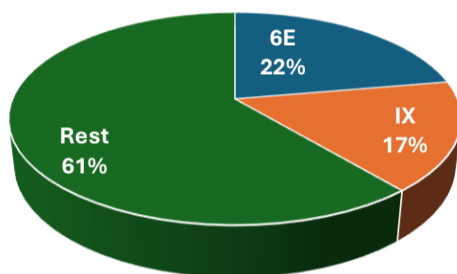
## TOP 5 AIRLINE REVENUES

6E - INDIGO	\$ 654.8M
IX - AIR INDIA EXPRESS	\$398.2M
EK - EMIRATES	\$329.8M
AI - AIR INDIA	\$279.7M
G9 - AIR ARABIA	\$176.7M

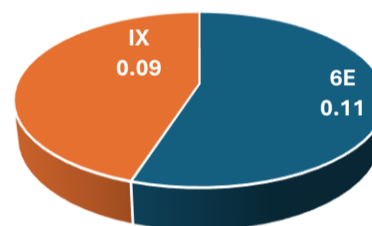
Airline's Revenue Share Breakdown



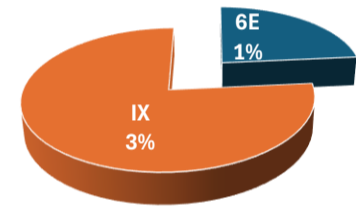
RPKs Share Breakdown



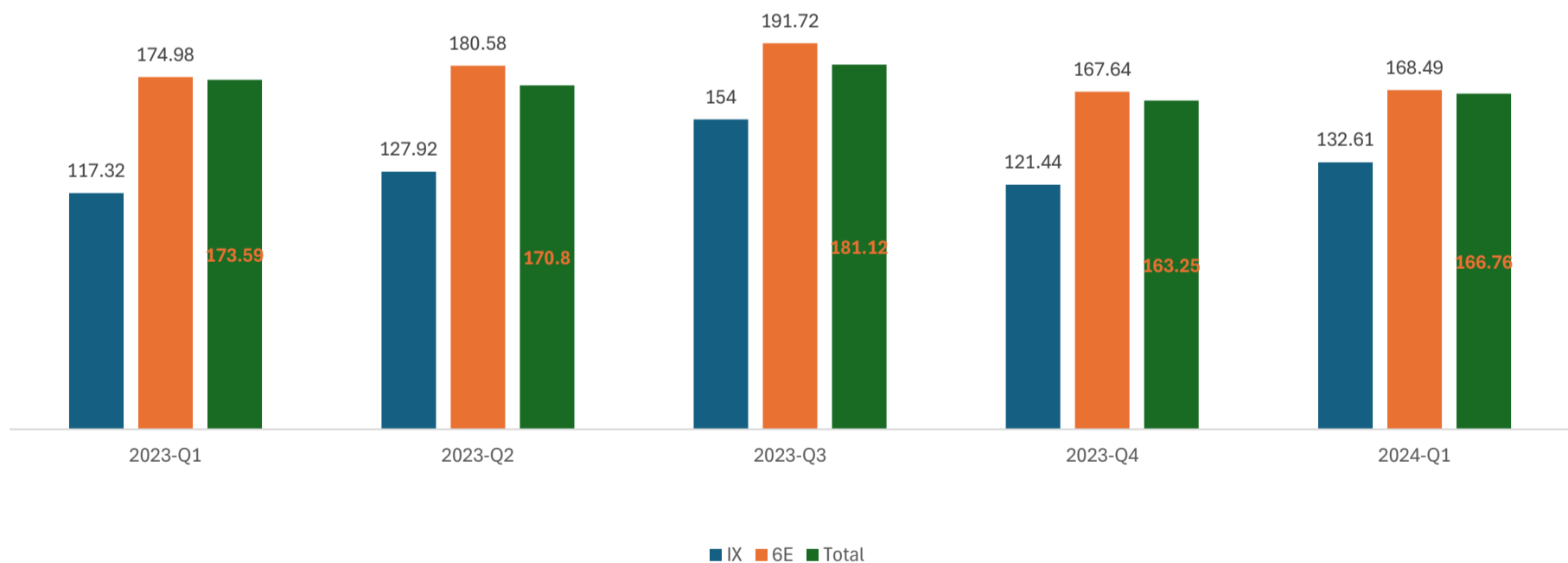
Average Yield



Connecting PAX Revenue Breakdown



Average Ticket Fare



### Key Takeaways

1. Indigo and Air India Express takes the top two positions in revenue metrics showing up the keen dominance of the LCCs of Indian origin.
2. Indigo dominates the Air India Express in terms of revenue with more RPKs by operating more flights.
3. Air India Express dominates the Indigo in connecting PAX revenue with 3% of its total revenue coming from connecting passengers which demonstrates that it is following Hub and spoke model in major cities which is in against to the typical LCC business model.
4. The average fare over the five quarters demonstrate that Indigo is maintaining slightly higher fares than the total average fares in the market which shows clear dominance of the Indigo.