

# A Study of Air India's Strategy to Compete with Low Cost Airlines in India

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**Abstract:** *Air India under the Tata Group Management, is all geared to take on the low cost airlines like spicejet, Indigo, go air etc. This company has been pioneer in the field of Aviation in India, and now with Technical expertise of TCS empowered by artificial intelligence, the company is all set to make a major improvement in creating better dimension of excellence in services. The Air India group has been highly committed with increasing high quality experience for the travellers, by advanced travel intimation, minimising late flight departures, and managing the temperature variations. These are some of the classic steps by the business which are supporting in increasing better and professional approach for the Air India business to create a niche in the low cost aviation sector..*

**Keywords:** Air India

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