

Garuda Indonesia Appoints Bird Group as GSA in India

India, 05 September 2013: Indonesia's national airline, Garuda Indonesia, has appointed Bird Group as its local representative in India to manage its marketing and sales activities, marking the airline's first step in developing its network in the market.

Through the appointment of Bird Group, Garuda Indonesia aims to significantly increase the visibility of its products and service, reinforcing the airline's commitment and growing confidence in the market. Bird Group will take responsibility for all the airline's sales, marketing and ticketing activities in India through its centrally located headquarters in New Delhi.

"India's tourism industry is expanding rapidly and already we're seeing a steady flow of leisure and business travellers flying between India and Indonesia. Bird Group is a veteran in air travel management and we're confident that their strength and capabilities will help strengthen our presence in India and enhance the quality of our services to better serve passengers between the two markets," said Nicodemus Lampe, Vice President, Area Asia, Garuda Indonesia.

With over 40 years of experience, Bird Group is one of India's leading travel management company, well-positioned in the important Indian cities with a team of marketing professionals that will push Garuda's visibility and promote the airline's award-winning services and products to Indonesia and beyond.

"We look forward to building a strong partnership with Garuda Indonesia. With our extensive local knowledge and experienced team, Bird Group is well-equipped to promote Garuda Indonesia in India. We are committed to strengthen the airline's presence in the country through our concerted sales and marketing efforts to achieve our mutual goals and targets," said Lalit Khosla, Executive Vice President, Bird Group –India.

Through this partnership, travellers going to Indonesia and beyond can now easily access over 40 Indonesian cities on Garuda Indonesia's strong domestic network. Among them are major cities and tourist spots such as Bali, Yogyakarta, Makassar, Surabaya and Lombok. The airline also serves 25 destinations throughout Asia and Europe including Singapore, Malaysia, Shanghai, Tokyo and Amsterdam. In 2012, Garuda Indonesia was named 'The World's Best Regional Airline' as well as 'The Best Regional Airline in Asia' by SkyTrax, the industry's most prestigious recognition of excellence and was also awarded '2012 Domestic Airline of the Year' by Roy Morgan, Australian-based independent international research institute. Most recently, Garuda Indonesia was named 'ASEAN Premium Airline of the Year' at the inaugural LIMA 2013 ASEAN Commercial Aviation Awards and voted "The World's Best Economy Class", by Skytrax, recognizing the airline's outstanding achievements.

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 6000 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, Aviation Services, Hospitality, Luxury Retail and Education.

For more details please visit: www.bird.in

About Garuda Indonesia

Garuda Indonesia is the national airline of Indonesia. It is a full-service network carrier and serves 43 domestic and 25 international routes. The airline's main hubs in Indonesia are located in Jakarta, Denpasar and Makassar. In July 2009, the airline unveiled a new aircraft fleet, new in-flight product, new service concept and a fresh corporate identity to mark the start of its transformation into one of Asia's most successful and profitable airlines. Garuda Indonesia received its IATA Operational Safety Audit (IOSA) certification in May 2008, recognising that the airline is fully compliant with global best-practice standards for flight operations, aircraft maintenance and safety management systems. In December 2009, the airline was also upgraded to a four-star rating by Skytrax, the global benchmark for airline service standards, confirming the improvement in its front-line product and service quality.

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