

Air India Chooses Workplace from Meta for Employee Engagement to connect and engage with 11,000 employees

Coinciding with India's 75th Independence Day, the platform provides employees an opportunity to stay updated, connect with colleagues, showcase talent, and express opinion

National, August 15, 2022: Giving wings to its transformation efforts to emerge as a leading global airline, Air India today announced that it has chosen Workplace from Meta to connect and engage with its 11,000+ employees. The launch of a world-class digital platform reflects the airline's commitment to strengthen the organisation's communication and culture as it progresses through its transformation, and meets the desire of existing employees, as well as the many new ones who will join Air India, for a simple and effective way to interact.

Coinciding with India's 75th Independence Day, 'Workplace from Meta' will provide Air India's employees a platform that promotes more open communication and information sharing within and across all levels of the organisation, breaks through organizational silos, reduces legacy hierarchy and boosts employee engagement. It will help Air Indians get regular and real time updates on the airline's operations and future plans, exchange information with peers, and get access to a forum to share their views, provide feedback and contribute to shaping the airline's vision and policies. The employee engagement platform will also play a key role in boosting camaraderie in the Air India family and allow employees to get to know each other better across time zones. Going a step ahead, the platform will further enable the diverse workforce to engage beyond work and showcase their hobbies, art, sports skills, etc., while celebrating the airline's rich history in all these areas and contributing to shaping the future.

Commenting on the launch, **Dr. Satya Ramaswamy, Chief Digital and Technology Officer, Air India** said, "At Air India, we are reimagining our employee experience in a way that will attract, retain and encourage top-notch talent. Such a transformation of our iconic airline requires constant communication and collaboration among our diverse employee base that contributes to organisational alignment in support of our transformation agenda. We also need to be able to reach and serve our key frontline staff such as our pilots and cabin crew who don't often get to come into our physical offices. We have chosen Meta, the parent company of Facebook, in this reimagination journey by providing Meta Workplace and Meta WorkChat for every one of our Air Indians so that they can feel as part of our close knit community."

The development perfectly falls in line with the leading airline's transformation from a government-owned airline to becoming a world-class private airline, catering to both domestic and international flyers. This newly launched platform will enable better and active engagement with its diverse group of employees ranging from pilots and cabin crew, engineers, commercial specialists, information technologists, ground handling specialists, and others across the globe.

Elaborating on this, **Mr. Ajit Mohan, VP and Managing Director, Meta India** said, "We are thrilled that Air India has chosen Workplace as their employee engagement platform to build community and share knowledge more effectively. We believe Workplace can play an important role in delivering a connected experience to support Air India's workforce of the future. We look forward to partnering on the continuing journey to build the very best employee experience for Air India's teams around the world."



About Air India:

Founded by the legendary JRD Tata, Air India had pioneered India's aviation sector and the airline's history is, in fact, synonymous with the annals of civil aviation in India. Since its first flight on October 15, 1932, Air India has spread its wings to become a major international airline with a network across USA, Canada, UK, Europe, Far-East, South-East Asia, Australia and the Gulf. The airline also has an extensive domestic network, including far-flung areas of India's North-East, Ladakh, Andaman & Nicobar Islands. Air India has been a member of Star Alliance, the largest global airline consortium, since July, 2014.

India's first international budget carrier, Air India Express was launched in 2005 to meet the need for affordable services on short and medium haul routes- connecting smaller towns directly to the Gulf and South East Asia regions. After 69 years as a Government-owned enterprise, Air India and Air India Express were reacquired by the Tata group in January 2022. Post the acquisition, time-bound transformation milestones have been laid out and a series of steps have been initiated towards achieving the same in order to ensure Air India once again emerges as a world class airline.

About the Tata group:

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising 30 companies across ten verticals. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'.

Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation, and art and culture. In 2020-21, the revenue of Tata companies, taken together, was \$103 billion (INR 7.7 trillion). These companies collectively employ over 800,000 people. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors. There are 29 publicly-listed Tata enterprises with a combined market capitalisation of \$314 billion (INR 23.4 trillion) as on December 31, 2021. Companies include Tata Consultancy Services, Tata Motors, Tata Steel, Tata Chemicals, Tata Consumer Products, Titan, Tata Capital, Tata Power, Tata Communications, Indian Hotels, Tata Digital and Tata Electronics.