

Air India Partners with Accelya Kale

- Air India outsources its passenger and cargo revenue accounting to Accelya Kale for a period of five years
- Accelya Kale's EverestAir™ decision support solution will provide Air India with actionable insights on business performance

Mumbai, Barcelona, New Jersey, 25 September 2012: Accelya Kale Solutions Limited, part of the Accelya Group, a leading solution provider to the Airline and Travel industry, today announced that, Air India, the flag carrier airline of India, has selected Accelya Kale's EverestAir™ decision support solution, and has outsourced its passenger and cargo revenue accounting to Accelya Kale.

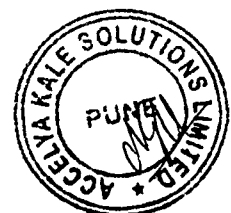
Accelya Kale also enables Air India to prevent their revenue leakages in miscellaneous billing through FinesseMBS™, the SIS compliant miscellaneous (non-transport) billing solution from Accelya Kale.



Speaking on the occasion, Director Finance, Air India said, "For our extensive growth and consolidation plans we were looking for a solution that is automated, flexible and scalable. We have immense faith in Accelya Kale's expertise in managing critical financial processes and business intelligence. Our requirement in terms of timeliness, accuracy and reliability is well understood and appreciated by Accelya Kale. We are convinced that Accelya Kale is the ideal partner for our business needs and will aptly support us in our business goals."

The partnership will enable Air India to:

- Streamline their passenger and cargo revenue accounting processes through REVERA® platform based outsourcing
- Minimise processing errors and maximise productivity through automation
- Report accurate, timely and complete revenue accounting data
- Speed up industry compliance and become early adopters as Accelya Kale works very closely with the industry
- Get early benefits of Accelya Kale's innovative solution strategy
- Gain actionable insights on business performance through EverestAir™ decision support solution
- Reduce cost of operations
- Get a single-vendor accountability



PRESS RELEASE



“We are delighted to have partnered with Air India for a period of five years”, said Mr. Vipul Jain, CEO and Managing Director, Accelya Kale. “Our continued association with the airline underlines the consistent value that we bring to them. We are committed to support Air India in their growth and consolidation plans.”

Accelya Kale is a pioneer in platform-based outsourcing in the airline industry. It offers an end-to-end revenue accounting service in a fully-outsourced engagement across passenger and cargo. Accelya Kale has over 10 years of experience in outsourced revenue accounting and processes over 100 million revenue accounting transactions per annum. It takes complete responsibility for the quality and timeliness of revenue accounting data according to customer-defined service level agreements. Accelya Kale processes transactions on its market leading revenue accounting platform - REVERA®

EverestAir™ is Accelya Kale’s actionable decision support solution that helps airlines gain insights to their sales and business performance. The solution analyses data using proprietary models and consultative approach, to guide airline management in informed decision making. It provides airline commercial managers with real time intelligence and forecasts through a performance dashboard. It allows the managers to monitor performance across an array of benchmarks, enabling them to quickly identify areas of concern, and take corrective action.

About Accelya Kale

Accelya Kale Solutions Limited (formerly known as Kale Consultants Limited) is part of the Accelya Group. Visit us at: www.accelyakale.com

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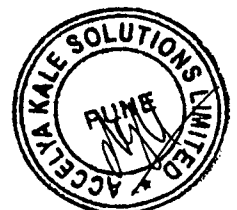
Accelya helps airline and travel companies manage their financial processes and gain insights into their business performance.

Accelya’s expertise spans across all critical airline financial processes - BSP Processing, Revenue Accounting, Audit & Revenue Recovery, Card Management, Miscellaneous Billing, F&A Processing and Decision Support. Accelya partner with airlines right from the time a ticket or an air waybill is issued, all the way through its entire financial life cycle, until the data is converted into actionable decision support.

With over 200 airline customers, the Group’s annual revenue is over \$110 million. Its operations are spread across 10 countries and it employs over 2000 professionals worldwide. Visit us at: www.accelya.com

About Air India

Air India is the flag carrier airline of India and part of the government of India owned Air India Limited. The airline operates a fleet of Airbus and Boeing aircraft serving Asia, Europe and North America. Its corporate office is located at the Air India Building at Nariman Point in South Mumbai. Air India has two major domestic hubs at Indira Gandhi International Airport and Chhatrapati Shivaji International Airport. Visit Air India at: www.airindia.com



PRESS RELEASE



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For ACCELYA KALE SOLUTIONS LIMITED


Company Secretary