JET AIRWAYS

11th August, 2014

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (E), Mumbai 400 051

BSE Limited
1st Floor, P. J. Towers
Dalal Street
Fort
Mumbai 400 001

Symbol: JETAIRWAYS/Series: EQ

Stock Code: 532617/JETAIRWAYS

Dear Sirs,

Sub: ***Press Release*** **- JET AIRWAYS UNVEILS MASTER BRAND PLAN**
regarding Financial Results

Attached herewith is the Press Release issued on the subject for your records.

Yours faithfully,

Jet Airways (India) Limited

Arun Kanakal
Company Secretary & Associate Legal Counsel

Encl: a/a

MEDIA RELEASE

JET AIRWAYS UNVEILS MASTER BRAND PLAN

- New Jet Airways master brand and business model with a consistent livery, staff uniforms, interiors, and product and service offering
- Revitalised product offering to create best product in India
    - Full service, two-class cabins across the fleet to deliver exceptional value
    - Consistent, high quality service
    - Delivers operational flexibility
- Enhanced frequent flyer programme to provide unique benefits for domestic travellers

Mumbai, August 11th 2014 : Jet Airways today announced that it will streamline and align its domestic operation, creating a strong, uniform Jet Airways master brand, simultaneously revitalising its product and service offering.

Naresh Goyal, Chairman of Jet Airways, said: "The publication of our first quarter results earlier today shows we have made demonstrable progress in the implementation of our three-year turnaround strategy to return Jet Airways to profitability.

"However there are still challenges in the very competitive market in which we operate. Our next critical step will be re-establishing Jet Airways as a master brand in India.

"This means harnessing our proud heritage and original values in one consistent, predictable and clearly recognisable brand.

"Over the next few months, you will see this brand reflected across our entire business - in the livery, staff uniforms, the interiors, the product and service offering, and the frequent flyer programme.

"I give you my commitment, that by the end of the year, Jet Airways will have the best domestic full-service product in India. We will always be competitive to ensure our customers get the best value for their money."

Subject to government approvals, the Jet Airways master brand will cover the whole fleet including services currently operated by JetLite, to deliver a consistent, high quality experience for guests. The Jet Airways master brand will provide operational flexibility across the airline's domestic fleet.

JetLite currently operates a fleet of 11 aircraft under the JetKonnect™ brand deployed across Jet Airways' domestic network which includes more than 50 cities. These aircraft will be progressively repainted in the Jet Airways livery over the coming months.

In order to address the challenges of the increasingly competitive domestic market and better meet the needs of the Indian travelling public, the airline will further enhance its domestic product offering, including improving connectivity within India and to and from international services, along with the expansion of codeshare partnerships.

A full service Business Class offering will implemented across all operations to ensure a premium experience on the ground and in the air, along with reciprocal frequent flyer rewards and recognition in partnership with Etihad Guest.

Domestic Economy Class will provide a differentiated offering to address the needs of travellers seeking value and competitive fares, while ensuring service continuity with inbound international flights.

The enhanced domestic offering will provide a quality product with exclusive value adds, including premium seating, lounge passes, and higher baggage allowances than competitors.

Uniquely, JetPrivilege, which has recently announced an enhanced accrual and redemption structure, will provide more benefits and privileges for Jet Airways domestic frequent flyers. In addition to the minimum 500 miles per flight, they will now also gain tier and recognition benefits and be able to redeem domestic miles on international flights of Jet Airways and Etihad Airways, with plans to expand the benefits to its partner airlines

In conclusion, Naresh Goyal said: "These exciting changes once again demonstrate Jet Airways unwavering commitment to provide our guests with an exceptional experience whenever they travel.

"By taking care of our guests, we ensure the success and relevance of our business in the future."

About Jet Airways

Jet Airways currently operates a fleet of 112 aircraft, which include 10 Boeing 777-300 ER aircraft, 8 Airbus A330-200 aircraft, 4 Airbus A330-300 aircraft, 72 next generations Boeing 737-700/800/900/900 ER aircraft and 15 ATR 72-500 and 3 ATR72-600. With an average fleet age of 5.08 years, the airline has one of the youngest fleet of aircraft in the world. Flights to 74 destinations span the length and breadth of India and beyond, including Abu Dhabi, Bahrain, Bangkok, Brussels, Colombo, Dammam, Dhaka, Doha, Dubai, Hong Kong, Jeddah, Kathmandu, Kuwait, London (Heathrow), Muscat, New York (Newark), Paris, Riyadh, Sharjah, Singapore and Toronto.

About JetKonnect

JetKonnect is a dedicated product designed to meet the needs of the low fare segment. JetKonnect will also offer guests a Premiere service on nearly all domestic routes. With its mixed fleet of Boeings and ATR aircraft with nearly 251 daily flights connecting 46 destinations across India, JetKonnect provides more flexibility and choice to its guests. JetKonnect's convenient schedules, reliable service and low fares, promise to bring greater value and a seamless flying experience to our customers.

Jet Airways and JetKonnect together operate over 465 daily flights, both domestic and international.

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