JET AIRWAYS

March 19, 2012

The Manager
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Symbol: JETAIRWAYS/Series: EQ

Stock Code: 532617/JETAIRWAYS

Dear Sirs,

Sub: Jet Airways Konnect and JetLite to be rebranded as JetKonnect, effective March 25

Attached herewith is the Press Release issued by our Company on the subject for your information and record.

Yours faithfully,
Jet Airways (India) Limited

Monica Chopra
Company Secretary & Associate Legal Counsel

Encl.: a/a

JET AIRWAYS

MEDIA RELEASE

Jet Airways consolidates and re-brands its low-fare products

Jet Airways Konnect and JetLite to be rebranded as JetKonnect, effective March 25

Mumbai, March 19, 2012: As part of a strategic rebranding exercise, Jet Airways, India's premier international airline, will consolidate its low fare service products under the **JetKonnect** brand to simplify the group's service proposition and enhance brand recall. Thus, effective March 25, the erstwhile JetLite and Jet Airways Konnect services will operate under the **JetKonnect** brand, enabling guests to avail of a single superior in-flight product in the full service (Jet Airways) and low-fare (JetKonnect) categories.

Jet Airways (India) Limited and JetLite (India) Limited, will continue as distinct business entities operating under their own airline operating permits.

In an attempt to achieve brand consistency, **JetKonnect** will be the dedicated low fare service with a mixed fleet of Boeings and ATR aircraft to operate on metro, tier II and III routes.

The aircraft will be duly painted in **JetKonnect** colours over time. **JetKonnect** will offer Premiere services on certain routes where guests may enjoy service identical to that enjoyed by Premiere guests on Jet Airways. This will be further expanded in a phased manner. The cockpit and cabin crew will don the same uniform as their counterparts from Jet Airways. Some **JetKonnect** flights will operate under the S2 code, while others will have flight numbers prefixed by the 9W code. 9W and S2 will also continue their existing Codeshare agreement enabling guests to enjoy seamless connectivity between India and the world.

A gradual rebranding of the **JetKonnect** brand would be manifest on letterheads, the JetKonnect website, boarding passes, tickets, stationery. Signages at all check-in and ticketing counters will have dual branding reflecting the existing Jet Airways and the new

JetKonnect logos. Difference in fares between the premier Jet Airways and JetKonnect will also be reflected on the website and all visible communication avenues. Economy guests onboard JetKonnect flights will continue to be offered a range of refreshments from Jet Cafe, JetKonnect's buy-on-board meal service.

Effective March 26, 2012 guests to jetlite.com would be automatically redirected to the new, re-branded jetkonnect.com

Commenting on the rebranding exercise, **Sudheer Raghavan, Chief Commercial Officer**, Jet Airways, said, "At Jet Airways, we see our brands as a set of differentiating propositions that help us connect with our guests. The Jet Airways Group has always been proactive in responding to our guests requirements and have demonstrated a flexible approach in devising products and services to meet customer needs. Given that our low-fare, high-quality all-economy product, Jet Airways Konnect has proved to be a successful model since its introduction in May 2009, we thought it best to consolidate our product in the low-fare segment with a single brand - **JetKonnect**, for enhanced brand recall.

The decision was made to streamline our product portfolio and offer our guests a single superior in-flight product in the full service and low fare categories respectively, drawing synergies from the Jet Airways mother brand. The launch of brand JetKonnect is the culmination of a well coordinated effort.We are confident that this initiative will be well accepted by all our guests. The Jet Airways Group is continually looking at opportunities to optimally deploy and cross-utilise common resources of Jet Airways and JetLite wherever possible and this rebranding exercise will help further in synergising the airlines' collective operations."

Ticket sale for JetKonnect flights under the 9W code (2000 series eg 9W 2120) and S2 code (4000 series) will commence from March 20,, 2012, with travel validity from March 25, 2012 onwards. The availability 'tag line' would read 'Operated by JetKonnect' and the flight series would now be as follows: S2 (4 digit flight number / 4000 series) e. g. S2 4123 (OPERATED BY JetKonnect).

The total number of flights by the Jet Airways group, which currently operates around 600 flights daily with a fleet of 120 aircraft, will remain unchanged.

About Jet Airways

Jet Airways currently operates a fleet of 101 aircraft, which includes 10 Boeing 777-300 ER aircraft, 12 Airbus A330-200 aircraft, 59 next generation Boeing 737-700/800/900 aircraft and 20 modern ATR 72-500 turboprop aircraft. With an average fleet age of 5.89 years, the airline has one of the youngest aircraft fleets in the world. Flights to 76 destinations span the length and breadth of India and beyond, including Abu Dhabi, Bahrain, Bangkok, Brussels, Colombo, Dammam, Dhaka, Doha, Dubai, Hong Kong, Jeddah, Johannesburg, Kathmandu, Kuala Lumpur, Kuwait, London(Heathrow), Milan, Muscat, New York (both JFK and Newark), Riyadh, Sharjah, Singapore and Toronto.

About Jet Airways Konnect

Jet Airways' Konnect service operates on key domestic routes, and is designed to meet the needs of the low-fare segment with value-for-money fares. Jet Airways Konnect links seven major metros - Mumbai, Delhi, Chennai, Bengaluru, Hyderabad, Ahmedabad and Kolkata – with several destinations across India, operating approximately 290 flights daily.

About JetLite

JetLite is a subsidiary of Jet Airways India Ltd. and was acquired by Jet Airways in April 2007. Positioned as an all-economy, no-frills airline, JetLite operates a fleet of 19 Boeing 737 series aircrafts. The airline flies to 31 domestic destinations and 1 international destination (Kathmandu), operating 123 flights a day, on average.

Jet Airways, Jet Airways Konnect and JetLite have a combined fleet strength of 120 aircraft and operate over 620 flights daily.

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