JET AIRWAYS

February 7, 2011

The Manager
Listing Department
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Plot No. C/1, G Block
Bandra -Kurla Complex
Bandra (E), Mumbai 400 051

Bombay Stock Exchange Limited
1st Floor, P. J. Towers
Dalal Street
Fort
Mumbai 400 001

Symbol: JETAIRWAYS/Series: EQ

Stock Code: 532617/JETAIRWAYS

Dear Sirs,

Sub: Jet Airways Accorded Power Brands Status

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

Yours faithfully,

Jet Airways (India) Limited

Monica Chopra
Company Secretary & Sr. General Manager - Legal

Encl: a/a

JET AIRWAYS

PRESS RELEASE

JET AIRWAYS ACCORDED POWERBRAND STATUS

Inducted into a first-of-its-kind brand book validated by customers

New Delhi, February 7, 2011: Jet Airways, India's premier international airline, has been selected as a Power Brand among leading corporate enterprises in India. The airline was conferred this award at a glittering ceremony in New Delhi on Friday, February 4th, 2011.

POWERBRANDS of India is a list of the top 200 brands of India. The listing is an outcome of perception based survey conducted by ICMR along with the IIPM. The parameters are based on high recall value, brand awareness, brand image and perception, brand performance and brand association. This award has been constituted by Planman Marcom.

Sudheer Raghavan, Chief Commercial Officer, Jet Airways said, "This recognition for Jet Airways as an Indian POWERBRAND is a testimony of the growing emergence of our airline, as the preferred choice for guests travelling to and from the Indian subcontinent. This award holds special significance as it is an endorsement by our discerning customers. Jet Airways is committed to delivering truly world class service and has worked to continually to enhance the excellent in-flight product and service on all our flights. We will persist in our endeavor to exceed customer expectations and create benchmarks in service standards for others to follow."

About Jet Airways

Jet Airways currently operates a fleet of 97 aircraft, which includes 10 Boeing 777-300 ER aircraft, 12 Airbus A330-200 aircraft, 55 next generation Boeing 737-700/800/900 aircraft and 20 modern ATR 72-500 turboprop aircraft. With an average fleet age of 4.95 years, the airline has one of the youngest aircraft fleets in the world. Flights to 71 destinations span the length and breadth of India and beyond, including New York (both JFK and Newark), Toronto, Brussels, London (Heathrow), Milan, Johannesburg, Hong Kong, Singapore, Kuala Lumpur, Colombo, Bangkok, Kathmandu, Dhaka, Kuwait, Bahrain, Muscat, Doha, Abu Dhabi, Dubai, Jeddah, Sharjah, Riyadh and Dammam.

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 over 170 flights daily.

Konnect Select' is a premium economy product introduced on certain Jet Airways Konnect flights. This new front cabin class features wider and more comfortable seats, with a 44-inch seat pitch. The services include complimentary in-flight reading material, a welcome drink, and complimentary hot meals on-board.

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 aircraft, which includes 18 Boeing 737 series and 1 Canadian Regional Jets 200 Series aircraft. The airline flies to 27 domestic destinations and 1 international destination (Kathmandu), operating over 110 flights a day, on average. Jet Airways, Jet Airways Konnect and JetLite have a combined fleet strength of 115 aircraft and operate over 500 flights daily.

Public Relations

Jet Airways (I) Ltd.

New Delhi and Mumbai, India

February 2011

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