

Philippine Airlines appoints Bird Group as GSA in India

New Delhi, April 12 2018: Philippine Airlines (PAL), the flag carrier of Philippines has appointed Bird Travels Private Ltd, the Airline Management Services arm of Bird Group as its local representative in India. The association marks the airline's latest step in developing its sales distribution network within the Indian market.

The appointment of Bird Travels is part of the intensive preparations undertaken by Philippine Airlines to realize its firm plans to commence operations to India by Winter 2018. Reinforcing the airline's commitment and growing confidence in the market, Bird Travels is given the challenge to take responsibility for all the airline's sales, marketing and ticketing activities in India through its centrally located headquarters in New Delhi.

"India's tourism industry is expanding rapidly and already we're seeing a steady flow of leisure and business travellers flying between India and Philippines. Bird Group is a veteran in air travel management and we are challenging them to capitalize on their strength and capabilities to help successfully launch our upcoming flights to New Delhi and Mumbai and help us strengthen our presence in India and enhance the quality of our services for the Indian market," said **Ryan Uy**, Vice President for Sales of Philippine Airlines.

With over 45 years of experience, Bird Group is one of India's leading travel management companies, well-positioned in the important Indian cities with a team of seasoned marketing professionals.

"We are delighted to be associated with Philippine Airlines and look forward to building a strong partnership. Armed with our extensive local knowledge and experienced team, Bird Travels is well-equipped and committed to promote the airline's presence in the country." said **Vijay Bhatia**, Bird Group.

PAL's planned services from New Delhi and Mumbai to Manila will enable India-based travellers to easily access over 31 destinations in the Philippines, out of PAL's hubs in Manila, Clark, Cebu and Davao. Among them are major cities and tourist spots such as Bacolod, Palawan, Clark, Cagayan de Oro, Davao, Iloilo, Bohol and Tacloban to name a few. The airline also serves 43 destinations in Southeast Asia, East Asia, Middle East, Oceania, North America and Europe. PAL operates a young and technologically advanced fleet of Airbus, Boeing and Bombardier aircraft, including Airbus A330s, Airbus A321s, Airbus A320s, Boeing 777-300ERs and soon brand-new Airbus A350s. The 77-year-old airline was recently awarded the 4-Star quality airline certification from Skytrax.

Passengers travelling on Business Class, Premier Elite and PAL's Million Milers members of PAL's Mabuhay Miles frequent flyer program will soon have access to 1,500-square-meter Mabuhay Lounges at Manila's Ninoy Aquino International Airport (NAIA) Terminals 1 and 2. The new lounges will offer luxurious facilities including a wide dining area, private showers, massage area, meeting rooms, bar lounge, children's play area, speedy Wi-Fi connection and the signature PAL buffet area constantly stocked with mouth-watering dishes.

About Bird Group

With over 45 plus years of experience and footprints in India, UAE, United Kingdom & Singapore. Bird Group is amongst the largest and most diversified entities within the industry. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airline brands; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, being the largest ground handler in India and having major presence at 7 international airports. Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. Today Bird Group's core business includes Aviation, Ground Handling, MRO, Travel Technology, Hospitality, Retail and Education. For more information please visit: www.bird.in