

## “ Airline Services globally is commoditized”



Weekly Learnings 31 / 2025

I recently took a long trip and was disappointed with a few things. Hence I checked the timeline of airline innovations. Here is what i learnt:

- 1.The first commercial jet service was from British Airways (BOAC) with the Comet aircraft in May 1952.This saved time.
2. The first in flight meals were introduced by Handley Page Transport in October 1919 on the London Paris sector.
3. The first in flight entertainment was launched by TWA in 1961.
4. The first Airlines lounge was launched by American airlines in NewYork-1939
- 4a.Texas International airlines launched frequent flyer in 1979.
- 5.The first different seat was from BOAC in 1920s , the first business class was launched by Qantas in 1979.
- 6.British Airways introduced the first flat bed in First class in 1996 and took it to business class in 1999. Today flat beds have moved to suites with Qatar, Ethihad, Emirates and Singapore Airlines
- 7.The first duty free shop came up in Shannon airport, Ireland in 1947.
8. An aircraft with character comes along once in 30 years. I see three as being distinct
  - a.The Boeing 747 was launched by Panam in 1970 on the New York London route. The last 747 was delivered to Korean Air in 2017.
  - b.The Concorde was launched on the same day, Jan 21, 1976, British airways flew London to

Bahrain and Air France flew Paris to Rio de Janeiro.

c.The A380 was launched by Singapore Airlines in October 2007 between Singapore - Sydney as SQ380.

The 747 and A 380 with size had pubs in the air !!

9. About 300 airlines have closed down in the last 25 years, in India alone we have seen at least 15 disappear. It's a brutal business.

I have flown with at least 50 airlines globally over the last 20 years. I see a drastic and dramatic drop in everything service

Food is bland

Lounges are overcrowded

Amenities are frugal and scarce. At one time they were luxurious and collectors items.

In flight physical duty free shopping has disappeared after COVID.

In flight entertainment in variety and choice has gone up. Internet in the air is an innovation with a few airlines.

The best airlines are from the East now - Qatar, Emirates, Ethihad, Singapore, Cathay.

The worst are airlines from America followed by Europe. You are blessed if you get good service on them.

Airlines pricing is about point to point and added value. I did a quick check to validate my logic.

A September 2025 direct to fro Delhi New York business class ticket is Rs 7.2 lacs on United airlines and Rs 4.4 lacs on Air India.

The same on the same day with one stop in Dubai for Emirates is Rs 5.4 lacs and for Ethihad via Abu Dhabi is Rs 5.1 lacs.

Emirates offer a limo pick up and Ethihad offers a fantastic service, visa formalities closed in Abu Dhabi(That saves you 2 hours in a NY queue)

Where are the next points of service difference in airlines ?? Where is the next Innovation?

I struggle to forecast !!

Shiv

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## Coach Lounge.

No matter where you've been in the world, you've never gone in comfort like this. From our spacious new Coach Lounge, with its stand-up bar, all through the plane and up the stairs, to our totally redesigned first class lounge, it's a new standard in flying comfort. This American Airlines 747 LuxuryLiner, first of its kind, there's a lounge bigger than most.



It's a place where you can mingle, make new friends, have a snack, have some fun. Enjoy being sociable, or just enjoy the space. No other airline has anything like it. And back down the aisle at your seat, we've rearranged the rows. So besides getting **more leg room and sitting room**, you'll have more getting up room when you try out the lounge. If you're flying first class, why not call ahead



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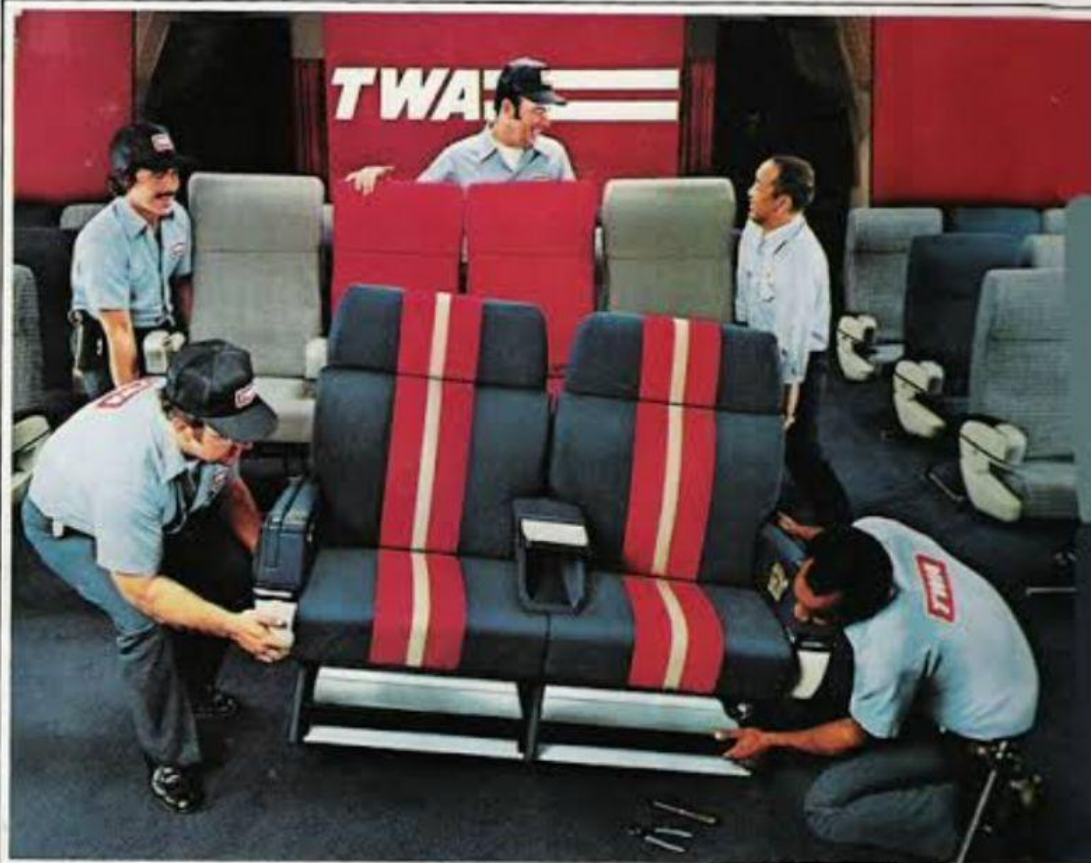
there's an added service: **Flagship Service**. Featuring Polynesian food Special warming wagons to keep your food piping hot. And pretty new outfits for our stewardesses. So if you like going places to see things, this new airplane is something to see. Every one of our 747s is now a **LuxuryLiner**. And all of the extra comforts we'll cost you an extra cent. For reservations call us or your travel agent.

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