

INDIAN INDIGO'S COLORS FLY HIGH



Over the years India's growing demand for airline travels has shaped the market competition for profitable customer service. It gave rise to airline companies but with a variety of organizational rules and corporate ethics. Some are progressive when it comes to making earnings, while others stick to fundamental management and planning.

Amidst the inconsistency of the economy, and a fragile rivalry, are the inevitable losses financially of airline companies. Whether it is a local or an international firm, several airlines' big bosses admit and complain about the setbacks created by a stagnant market and the booming competition. Given this stern competition, one company humbly stood against the whipping of the storm. It managed to deliberately increase its profit but at the same time maintain its prowess of good customer service. And in every company or a corporation, there's always a leader, the driving force of success. The "brains" that function to carry the company through the test of time.

Even though criticized by his lavish counterparts, Indian airline company IndiGo's boss Aditya Ghosh, still proves to be one of the most unique, rare type of a successful company president. Sporting a second-hand Honda Accord and a four-year old Nissan, he is a man who's not delighted with spotlights and publicity. He refuses even to be photographed with other people most of the time. Nonetheless, he is the trigger of the undeniable and unbelievable success of IndiGo. While other airline giants constantly report about their millions of dollars in losses, IndiGo has proven itself to be in calm waters. They are a stark contrast to the crisis witnessed and faced by their equivalents. Nevertheless, the fact that they are winning in the competition provoked the disapprovals and even anger of their rivals. One airline honcho said that the low-cost airline company IndiGo's reports on profits may be unlikely. Another mentioned that IndiGo's applauded customer service could just be a "fairy tale".

Donned with these words from competitors, IndiGo has kept its cool, and austerity on providing low-cost yet quality service. IndiGo has been victorious in the field even without the help of extravagant advertising. Airport lounges, special check-in counters for a particular class of passengers and TV screens on board are also shunned thus consistently providing low internal expenditures for the company. Another example of this smart management is the nonexistence of usual corporate basics. IndiGo makes do with no receptionist, a corporate communication team and marketing department. Basically the headquarters itself is portrait of simplicity, a far cry from usual business giants' lair.

With the gradual, and painful increase in costs of airline maintenance, IndiGo was able to preserve its status, and profitable operations. All because of their signature performance, pleasant customer service and obviously, the low fare that fundamentally is the focal point of their development. Despite of the superb performance of the company, president Ghosh still believes in modesty. He said that there is still a lot of time to take into consideration when it comes to being successful. Moreover, he gave emphasis that IndiGo continues to learn from its bigger rivals. And with its international expansion, IndiGo continues to plow the seeds of its sincerity in its business. On the other hand, Ghosh reiterated that IndiGo would still focus on its local, domestic flights. He cited that the tough market environment internationally, couldn't be much profitable compared to the consistent percentage augmentation in India.

For almost six years, the company has steadily gained the trust of customers and it is constantly

growing.

As a young corporation with a young leader, IndiGo has effectively progressed through its juvenile years. Ghosh said that leadership and employee relationship is an important thing to consider being able to have a successful business. IndiGo continues to rein the skies of India, thanks to its witty management, and decision-making.

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