

IndiGo selects West Entertainment to provide Indian and international IFE content



West Entertainment signs five-year IFE agreement with IndiGo

[West Entertainment](#) has announced a five-year agreement with [IndiGo](#) to supply a comprehensive suite of inflight entertainment (IFE) and related services for the airline's A321XLR fleet.

Vinay Malhotra, Head of Global Sales, IndiGo, said, "As we commence long-haul operations on our new A321XLR aircraft, we are excited to offer a wide range of engaging inflight entertainment. This high-quality content is in strategic partnership and collaboration with West Entertainment and can be directly accessed by passengers on their personal devices."

"We are incredibly honored to be chosen by IndiGo to introduce inflight entertainment across their brand-new A321XLR fleet," said Rick Warren, CEO of West Entertainment. "IndiGo is widely

recognized for redefining the low-cost carrier experience and consistently demonstrating that affordability and quality can go hand in hand. This partnership reflects our shared commitment to elevating the passenger journey by delivering a rich mix of Indian and international entertainment - including films, television, OTT content, music, and games - to ensure enjoyable long-haul travel for every guest."

Under the agreement, West Entertainment, together with strategic partners Shemaroo Contentino and Images in Motion, will deliver a tailored catalog of on-demand content thoughtfully curated for IndiGo's diverse inbound and outbound audiences. Supported by West Entertainment's extensive global distribution network, advanced digital workflows, and creative content solutions, the program will offer a seamless, high-quality IFE experience for travelers of all ages.

This partnership between West Entertainment and IndiGo paves the way for delivering a modern, best-in-class inflight entertainment experience to IndiGo passengers, the February 9 press release said.