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[Air India](#) has appointed [Hirsch Bedner Associates](#) (HBA), a hospitality interior design firm, to elevate the passenger experience in its airport lounges. HBA will refurbish Air India lounges at Terminal 3, Indira Gandhi International Airport ([DEL](#)), New Delhi and Terminal 4 of JFK Airport ([JFK](#)) in New York.

The news marks a significant milestone in Air India's transformation plan to enhance the passenger experience from airport to inflight, the airline said in its press release. Air India Lounges in Delhi and New York will emerge as signature lounges after the refurbishment and rebuild, which is scheduled to begin shortly. The project will offer a renewed lounge experience to over four hundred thousand premium passengers flying with Air India.

The lounges' design will reflect the rich cultural heritage of India with state-of-the-art amenities. The lounges will also offer a diverse selection of Indian and international cuisine.

HBA has created award-winning signature projects for leading global institutions like the Taj group, Marriott, InterContinental, Hilton and Singapore Airlines. Air India said the collaboration with HBA will allow the airline to redefine its standards for comfort and the aesthetics of its lounges.

"We are committed to offer the highest standards of service to our guests as part of our transformation journey, and the association with HBA will help us extend a warm and welcoming

lounge experience that embodies the essence of Air India's commitment to excellence. In the last one year, we have taken several initiatives to enhance customer experience, including digital channels, airport, inflight services, and contact centre. The redesigned lounges will further strengthen our customer proposition," said Rajesh Dogra, Chief Customer Experience Officer, Air India.

"We are honoured to partner with Air India and are dedicated to delivering an exceptional hospitality design experience. Our primary focus is to create a meaningful environment for Air India passengers allowing them to experience the airline's inspirational brand and lounges in a fresh and innovative way," said Ian Carr, Co-CEO, HBA.

The redesign is going to start with the two lounges at JFK and DEL, but Air India plans to further expand its lounge network to other major airports in India and abroad. At which time, it will strive to offer the same enhanced lounge experience for its First Class, Business Class, eligible FFP and Star Alliance members.