

Air India makes family travel more fun with Cloud Chasers



Air India has launched Cloud Chasers, a kids program designed to make family travel more engaging

[Air India](#) has launched Cloud Chasers, a global kids program designed to enhance the travel experience for families and young passengers.

The program brings together Air India's child-focused products and services under one offering, with playful onboard kits, personalized First Flight Certificates and curated inflight entertainment and games.

Cloud Chasers also introduces a playful avatar of Air India's Maharaja, reimagined as a young, adventurous companion for children. The character will appear across the program's touchpoints, including onboard engagement kits and First Flight Certificates.

The program includes activity kits for children ages three to nine on marquee long-haul and ultra-long-haul flights of more than eight hours. The kits feature puzzles, games, drawing sections and discovery prompts, designed with Cloud Chasers branding and the Maharaja in his playful avatar.

Air India has also refreshed its First Flight Certificate, which is signed by the captain and crew. Parents can request the certificate to mark a child's first flight, with the design now updated for young passengers.

The Kids Zone on Air India's Vista inflight entertainment system offers more than 130 hours of content. Vista Stream, which passengers can access using personal electronic devices, adds more than 35 hours of child-friendly content.

Air India says its children's entertainment offering includes animated and educational content for

passengers ages three to 13, supported by partnerships with Moonbug, Red Bull TV and others. The digital experience also includes Kids Maps and games such as UNO, Angry Birds, Chess and Ludo Race.

The airline is also collaborating with Vobble on informative and learning-based audio stories to help minimize screen time for children.

“With Cloud Chasers, we are reimagining what it means for families with kids to fly Air India,” said Rajesh Dogra, Chief Customer Experience Officer, Air India. “We have curated this program with careful attention to what our young travelers truly need and designed thoughtful experiences that will make their journeys with us more joyful and fun.”

Dogra said the program marks the first phase of a long-term vision for Air India’s family travel experience.

“With this launch, we have also introduced our iconic Maharaja in a new, playful avatar,” he said. “As the summer vacations set in, we are happy to give kids another reason to travel with us.”

Cloud Chasers also integrates services designed to make travel easier for parents. These include priority boarding for families with children across airports, priority check-in assistance where operationally feasible, infant meals and bassinet seats on select domestic and international flights, and 24/7 support.