



**MAKE  
YOUR BRAND  
FLY HIGH  
WITH US.**

# SpiceJet



**ON TOP,  
A LITTLE ABOVE THE SKY.**

**100 MILLION+ CUSTOMERS**

**DATABASE OF 20 MILLION CUSTOMERS**

**10 MILLION ACTIVE CUSTOMER DATABASE**



**Highest Occupancy Rate for  
8 consecutive years.**

**Even a global pandemic could not stop us from achieving this extraordinary feat. We, successfully, maintained our record of topping the Highest Occupancy Rate chart, way ahead of our closest competition.**



**Currently operating 216  
flights daily.**

**42 destinations including  
4 international destinations  
Udan total flights: 6**

**Our fleet is an apt mix of  
large, medium and small  
metal birds  
that includes Boeing 737  
Max  
Boeing 700 and Bombardier**

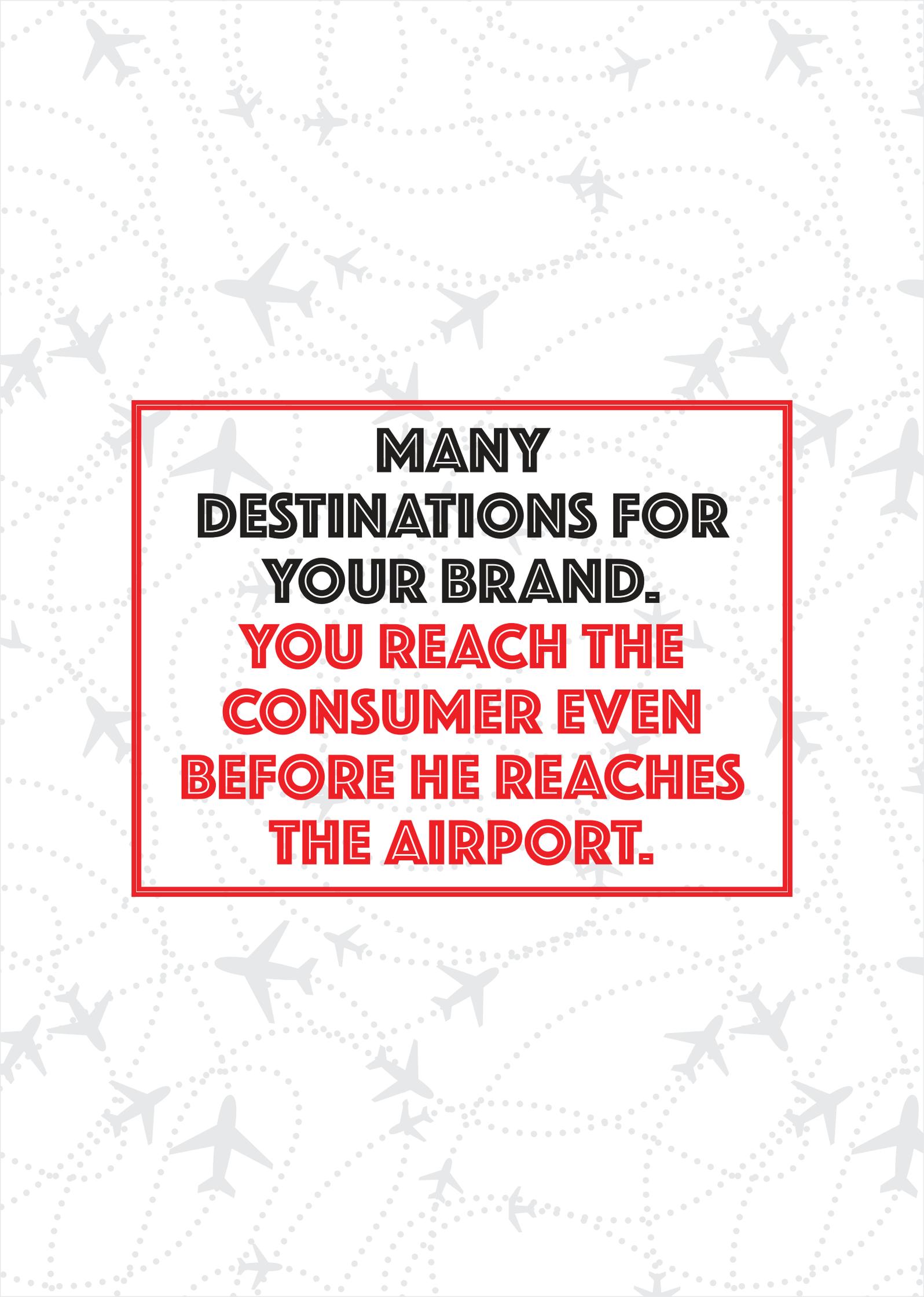
**Average Transaction  
Value: ₹10000**

*Red. Hot. Spicy.*

## THAT IS WHAT YOUR BRAND TURNS INTO.

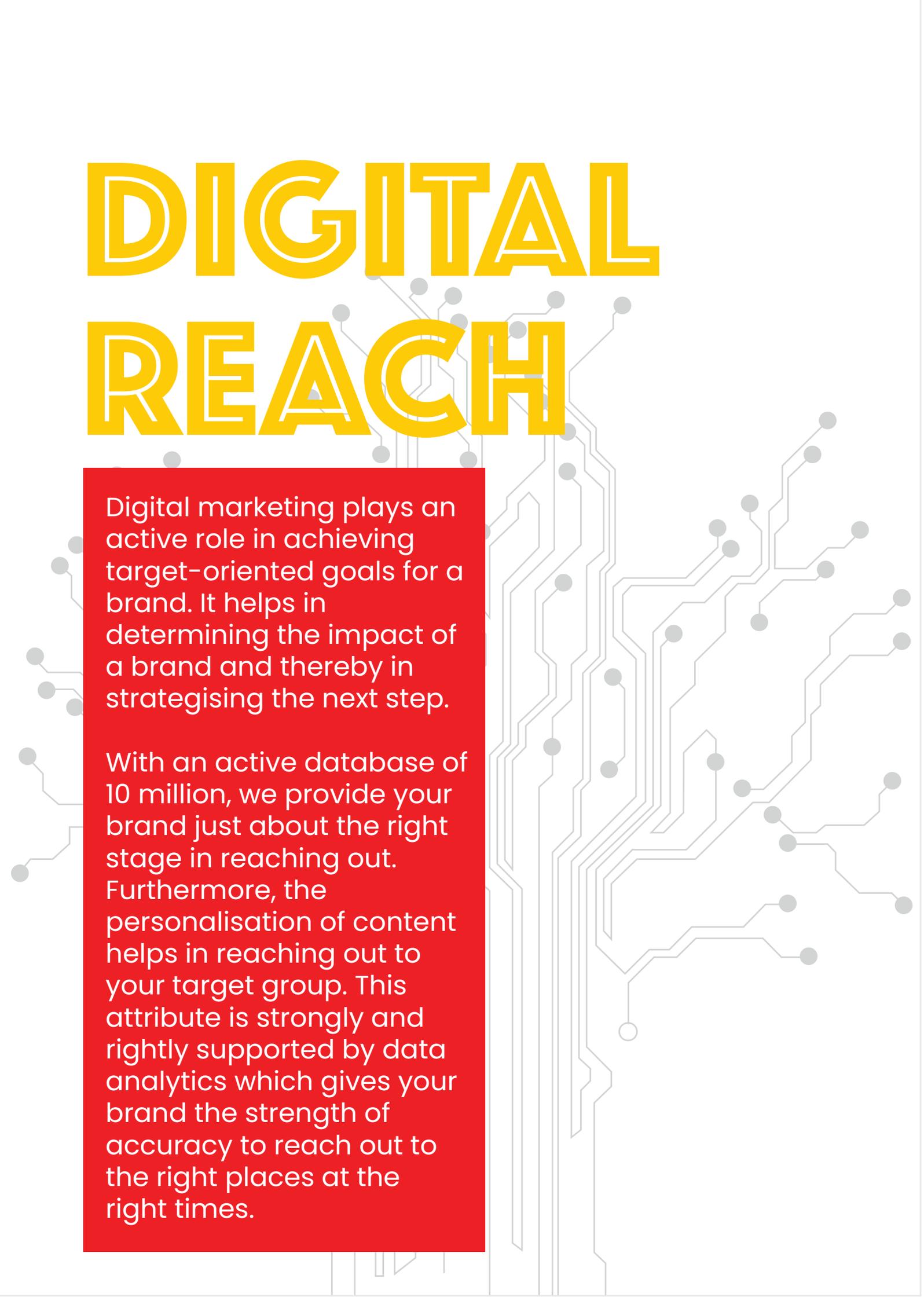
There are some strong reasons to believe it. First being, the envious record of the Highest Occupancy rate for the last 8 years. A close second comes to the fact that we actually fly to the remotest corners of the country and to a few international destinations. So, your brand actually gets to enjoy robust visibility. It all begins from the time a passenger books a ticket to the time a passenger disembarks; it is your brand that travels along.



The background of the entire image is a repeating pattern of light gray airplane silhouettes and dotted lines, suggesting flight paths or a global network. The text is centered within a red-bordered box.

**MANY  
DESTINATIONS FOR  
YOUR BRAND.  
YOU REACH THE  
CONSUMER EVEN  
BEFORE HE REACHES  
THE AIRPORT.**

# DIGITAL REACH

The background features a light gray circuit board pattern with various lines and nodes. A prominent red rectangular box is positioned on the left side, containing white text. The main title 'DIGITAL REACH' is at the top in large, bold, yellow-outlined letters.

Digital marketing plays an active role in achieving target-oriented goals for a brand. It helps in determining the impact of a brand and thereby in strategising the next step.

With an active database of 10 million, we provide your brand just about the right stage in reaching out. Furthermore, the personalisation of content helps in reaching out to your target group. This attribute is strongly and rightly supported by data analytics which gives your brand the strength of accuracy to reach out to the right places at the right times.



# ITINERARY (CLICKABLE HTML E-MAILERS):

## Reach of about 1 million per month




**Mr. John Doe**  
Mob.: +91-9811098110  
E-mail: johndoe@gmail.com  
SpiceClub Tier: Platinum

Update Contact

**PNR: XXXXXXXX**  
Booking Ref. No.: y8947832740  
Booked on: Fri, Sept. 13, 2020 12:30 Hrs  
Status: Confirmed

Edit Booking

**Visakhapatnam (T2)** Friday, Oct. 20, 2020 10:00 Hrs ..... SG 101 ..... **Visakhapatnam (T2)** Friday, Oct. 20, 2020 10:00 Hrs

**Visakhapatnam (T2)** Friday, Oct. 23, 2020 10:00 Hrs ..... SG 101 ..... **Visakhapatnam (T2)** Friday, Oct. 23, 2020 10:00 Hrs

Flight Status
Web check-in is mandatory and closes 60 min before departure
Check-in Now



MORE SPACE. LESSER TOUCHPOINTS.  
PRECISELY WHAT *SpiceMAX* OFFERS.

ONLY WITH SPICEJET.

BOOK NOW

Passenger Name	Flight	Fare Type	Add-on services
Mr. John Doe	SG 8185 (DEL-COK)	SpiceMAX Fare	17A Meal Insurance Spice Assurance Beverage
Mr. John Doe		SpiceMAX Fare	17A Meal Insurance Spice Assurance Beverage
Mr. John Doe		SpiceMAX Fare	17A Meal Insurance Spice Assurance Beverage
Mr. John Doe		SpiceMAX Fare	17A Meal Insurance Spice Assurance Beverage



Entertainment on-the-go,  
For a nation that's on-the-go.



**Baggage Info** : 1 Check-in Baggage of up to 20 kg & 1 Hand Baggage of up to 7 kg is allowed. Power banks/portable mobile chargers are allowed ONLY in Hand-Baggage.

Got Extra Baggage? Now booking your excess baggage is just a click away.
Book Excess Baggage



DON'T GET SEPARATED FROM YOUR LOVED ONES

SELECT YOUR SEATS TO SIT TOGETHER

SELECT SEAT

**Payment Information**

Payment Type	Total Price	Promo Code	Savings	Amount Paid
Internet Banking	Rs. 2,471	ADDON20	Rs. 200	Rs. 2,271
Fare + Fuel Charge + Cute Fee	Rs. 1,624	Passenger Service Fee		Rs. 91
Convenience Fee	Rs. 250	ASF Fee		Rs. 117
CGST	Rs. 40	SGST		Rs. 40
1 SpiceAssurance	Rs. 49	Other Fee		Rs. 177

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Earn SC Points



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State-wise Health Guidelines



Download Passenger Guidelines



Chat with Ms. Pepper



Chat via Whatsapp

SpiceJet Limited,  
319, Udyog Vihar-4, Gurugram - 122016, Haryana  
E-Mail: custrelations@spicejet.com

[Click here for T&Cs](#)  
Reservations Helpline No:  
+91 987 180 3333, +91 965 400 3333



# BOARDING PASS:

Reach of about 1.2 million per month

## BOARDING PASS



		<b>SpiceClub Tier: Platinum</b>					
<b>DEBOJO MAHARSHI</b>		PNR: ABDEHF		<b>Seat No.: 2B</b>		<b>DEBOJO MAHARSHI</b>	
SSR: BIZU, CORP, MAXP, VGML, NVML, BVG		Date: 16 Jul.'19		Flight: SG 123		Flight Timings: 1000-1300 hrs	
From: Delhi (T1)		To: Vishakapatnam (T2)		Seq. No.: 23		SSR: BIZU, CORP, MAXP, VGML, NVML, BVG	
<b>BOARDING GATE: 16B</b>		<b>BOARDING TIME: 0930 HRS</b>		Seq. No.: 23		<b>Seq. No.: 23    Seat No.: 2B</b>	
E-ticket no.: 1234567890123		Operated by: Cathay Pacific Airways		Total Baggage: 2 piece(s)/30 kgs		<b>BOARDING GATE: 16B</b>	

**Do remember that:**

- Baggage drop closes 60 min prior to departure; Boarding gate closes 20 and 25 mins prior to departure for domestic and international flights respectively.
- Boarding gate numbers are subject to change. Please check the flight information screen for latest updates.
- Frisking of passengers and checking of photo ID & hand baggage is mandatory. Please co-operate with SpiceJet and the relevant authorities.

Entertainment on-the-go,  
**For a nation that's on-the-go.**

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SCAN TO INSTALL SPICEJET APP

319, Udyog Vihar-4, Gurugram - 122016, Haryana  
E-Mail: [custrelations@spicejet.com](mailto:custrelations@spicejet.com)

Reservations Helpline No:  
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**CO-BRANDED E-MAILERS:**  
**Reach of about 10 million**

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# OUR BRAND REACHES EVERY NOOK AND CORNER

We connect the remotest corners of India and to several international destinations. But our reach is not limited to airports, we go beyond that. We have an enviable social media reach. And this is where the millennials are found. So, when you come on board with us, you reach to a lot of destinations. Virtually.

# SOCIAL MEDIA REACH



**1.3** MILLION FOLLOWERS  
AVERAGE MONTHLY REACH: **1,08,87,905**



**334 K** FOLLOWERS  
AVERAGE MONTHLY REACH: **2,17,665**



**303 K** FOLLOWERS  
AVERAGE MONTHLY IMPRESSION: **9,33,333**



# BUZZ AT THE AIRPORT

Your brand reaches a step closer to the passenger as he/she steps at the airport. This is where you can catch your target group's attention with effective communication. And we give you correct and ample space to do it. One medium at each interface to get the much-desired result.

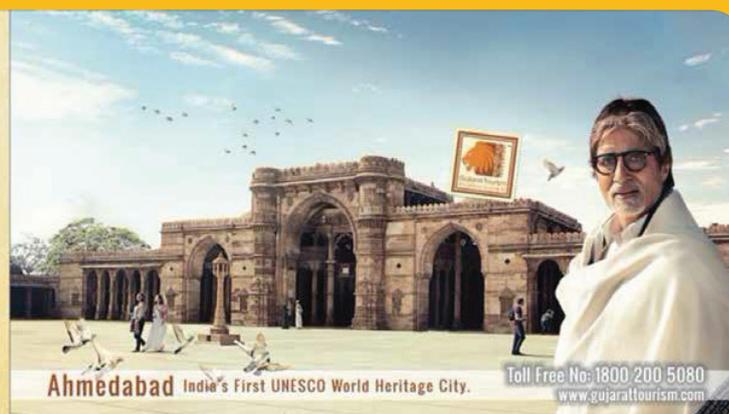
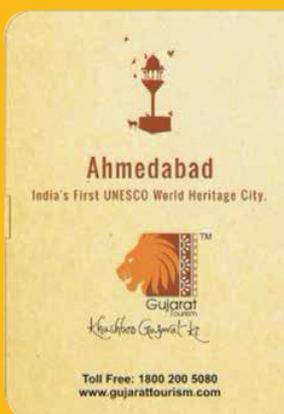




# CHECK-IN COUNTER

Standing in a queue, or while waiting for the boarding pass to be issued; there is ample time to catch the attention of a passenger. There are quite a few mediums to do it like tent cards, queue tops, digital display screens, etc.

- Tent cards
- Queue tops



# EXCLUSIVE BRAND INTEGRATION



PayTM wanted to create an exclusive priority experience for their customers and a strong visibility for the PayTM first customers and a strong visibility for the brand.



Priority check-in at leading Tier 1 airports



Queue tops at exclusive PayTM Check-in counters. Branding at prominent places



Priority baggage services for PayTM first customers.



In-flight announcements available on all flights





Continuous visibility for the brand in SpiceRoute, the in-flight magazine of SpiceJet

# *spice route*

THE INFLIGHT MAGAZINE

**paytm FIRST**

**paytm CASHBACK**  
₹360 Cashback on adding money to Paytm Wallet

**paytm Flight Tickets**  
Flat 8% Cashback on International Flight Tickets

**gaana plus** | **easydiner PRIME** | **zomato gold**

**hungama** | **bb star** | **FreshMenu**

**InMobi** | **McDelivery** | **Uber**

IPAD DOUBLE SPREAD SIZE BLEED AD.indd 2 02/03/20 2:33 PM



# FLASH MOB BY CREW AT THE AIRPORT

Disruption is the biggest form of attraction. When things are going in routine and there is a sudden noise, then all eyes shift towards it. Flash mob by our crew will get you that much-needed attraction.



<https://www.youtube.com/watch?v=c78FEkulV8w>



<https://www.youtube.com/watch?v=PXB86xY8bwY>

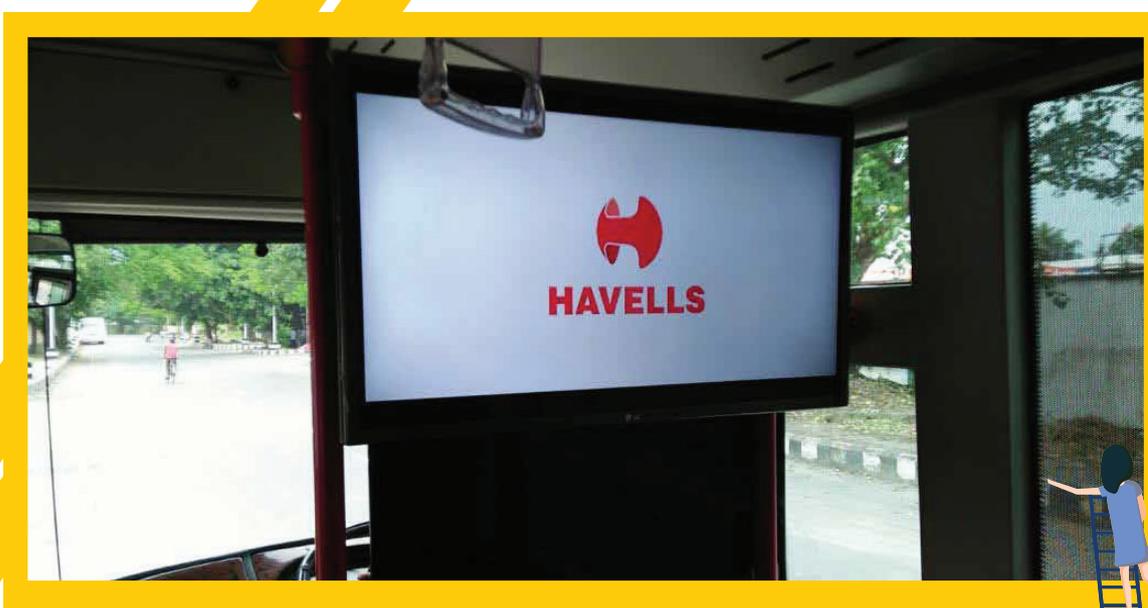


# BRAND BOARDS AS DOES THE PASSENGER

One step and the brand steps up.  
This is an area devoid of any other  
distraction. It is here that your brand  
gains a lot of traction. So do the  
birds in steel.



**TARMAC COACHES  
EXTERIOR & INTERIOR**



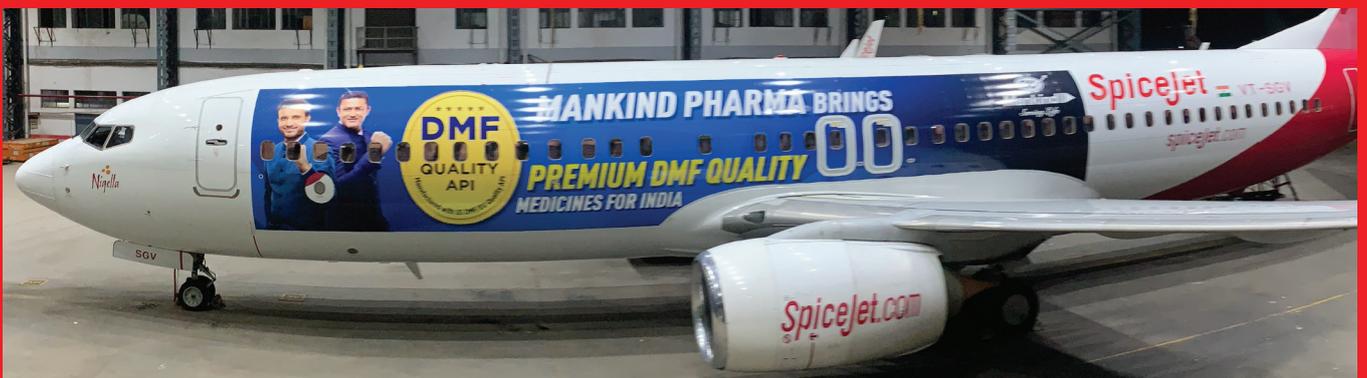
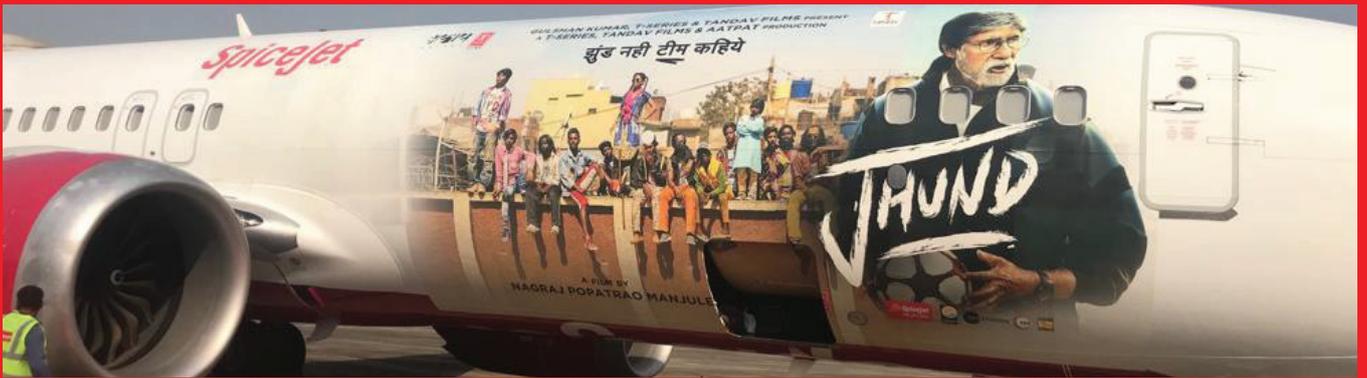
# FLYING BILLBOARD

A beautiful steel bird in the sky, carrying the face of your brand. Possibly the most innovative and unique way to communicate. It creates the right kind of buzz for the brand. And there are options to explore.



✓	<b>PLANE WRAP</b>
✓	<b>SOFT WRAP</b>
✓	<b>AIRCRAFT NAMING RIGHTS</b>







# MORE THAN JUST A PLANE WRAP



# MORE ROOM FOR BRAND INSIDE THE AIRCRAFT



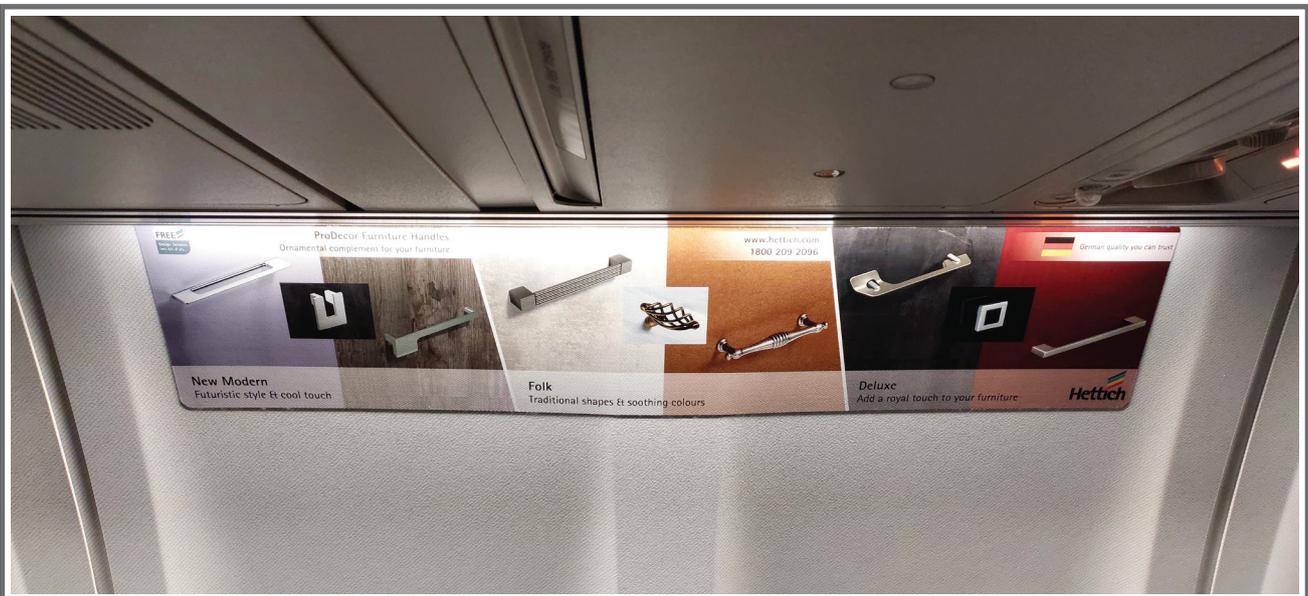
Up in the air, nowhere to go; it is all about the brand and the passenger. Heard of 'catch them young'? Well let's say we can twist it to say catch them where you can. There is no dearth of options when it comes to in-flight branding and your brand gets suitable visibility.



## OVERHEAD WINDOW

Right above the aircraft window, an overhead window is a door to your brand. It is visible to passengers seated in any row and any seat. It offers a guaranteed view.





SUPERIOR COMFORT.  
BETTER HEALTH.  
ADVANCED DESIGN.



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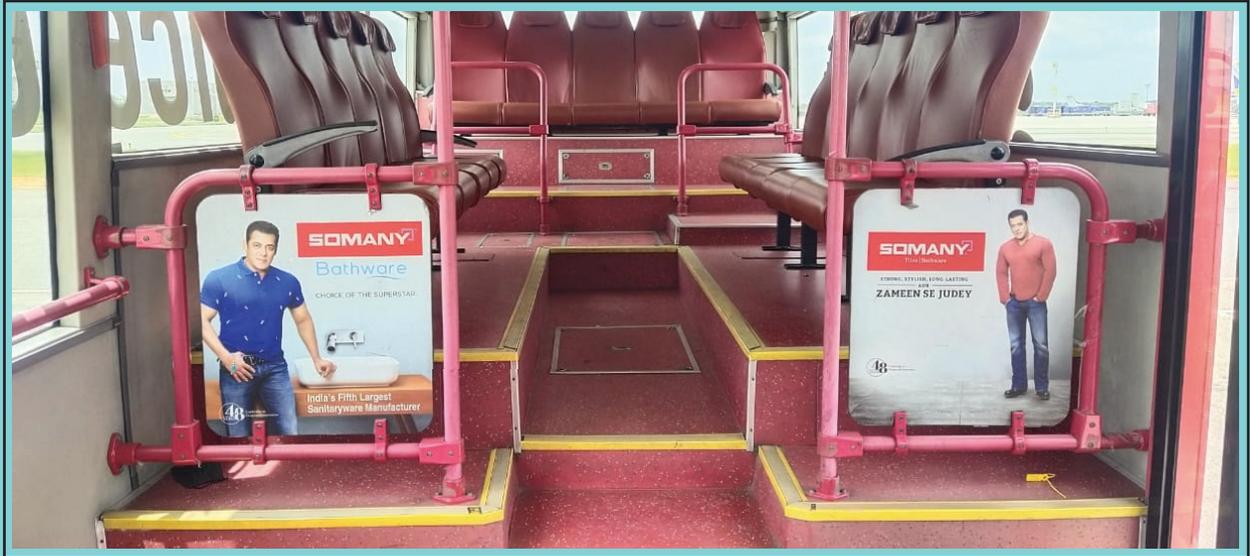
Goodness of  
Electrolytes & Refreshing  
**ZERO calorie**  
Taste



**ENERZAL<sup>®</sup>  
ZERO**

WITH 5 VITAL  
ELECTROLYTES

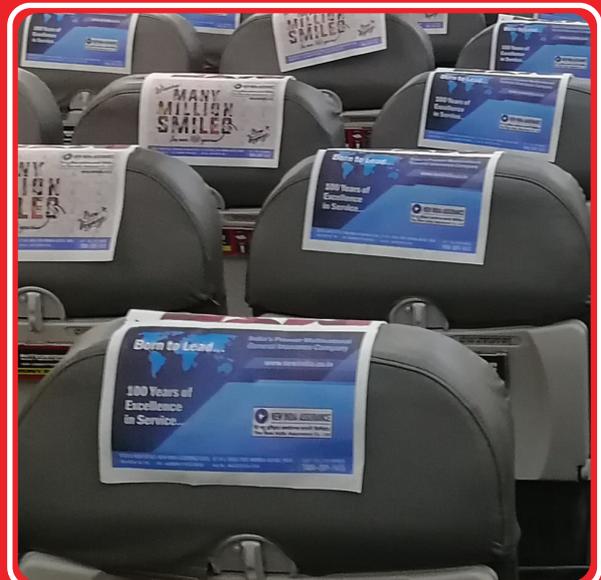
# COACH INTERIOR





# HEADREST COVERS

One of the most visible and interactive advertising mediums inside an aircraft is a headrest cover. From the time a passenger is seated till the time of disembarkation, the headrest cover has the passenger's full attention. It is considered to be a premium advertising medium and we offer the finest quality of headrest cover to advertise your brand.





# BULKHEAD WALLS



Passengers seated towards the front side of the aircraft or passengers seated on the rear side of the aircraft; all have a clear uncluttered view of the Bulk head walls. There are four walls available to showcase your brand. Put your brand anywhere, it will talk loud and clear.





# BULKHEAD WALLS





# MEAL TRAY

Meal tray cards leverage the experience of in-flight dining. They are like table mats with a strong aesthetic and recall value. The message served on it is well consumed by a passenger.





# SEATBACK DEVICES

Small, yet effective. Seatback devices provide ample brand visibility. Since the message stays in front of a passenger throughout the journey, a good recall value is guaranteed.



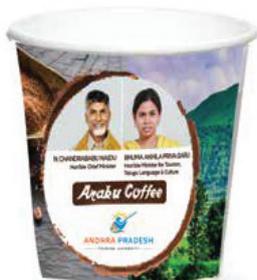






# BEVERAGE CUPS BRANDING

A quirky message, innovative branding;  
your message is served to passengers on a  
tray. Beverage cup is a unique way to drive  
a brand's message home.





# LIVE IN-FLIGHT PROMOTIONS

One of the most talked about promotions and one of the most remembered promotions are the ones done on board. And why not when you have 100% attention of a passenger? A smart in-flight promotion is directly proportional to its recall value. We have done some quirky promotions in the past and we look forward to doing some in the future.



<https://www.youtube.com/watch?v=--NkzD5to88>

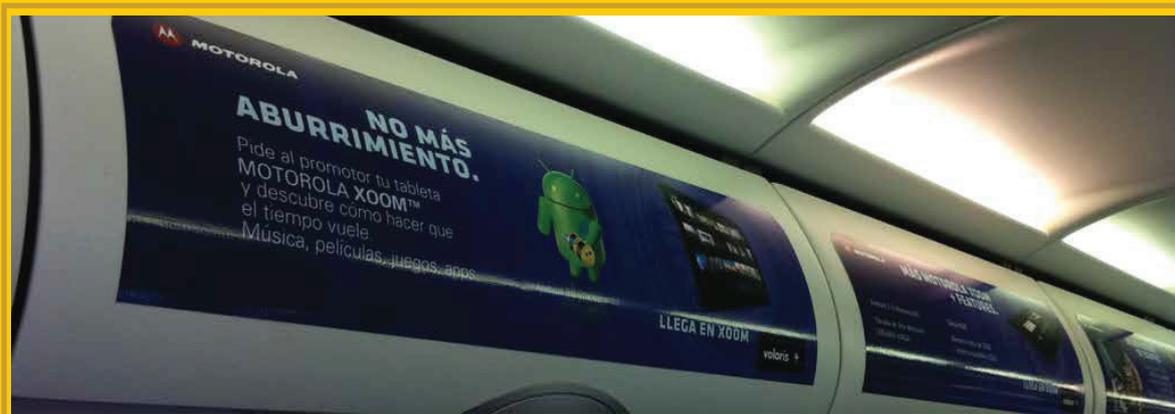




# OVERHEAD BINS



Maximum view. Maximum brand coverage. Every passenger who steps on board, looks for his/her seat number and that is how overhead bins provide 100% guaranteed view.



# *spice route*

THE INFLIGHT MAGAZINE

## Magazine

12 editions in a year, insert in every seat back pocket, an opportunity in every page; our monthly in-flight magazine offers the best visibility for your brand. We also offer co-branded content to be featured on our cover page, putting your brand on the most viewed pedestal. With every flight, your brand flies high too.



IAPL GROUP

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HEAVY INDUSTRIES  
**AIR CONDITIONERS**  
**HEAVY DUTY**



COOLING HO TOH  
**HEAVY DUTY**

PRESENTING INDIA'S  
**FIRST HEAVY DUTY**  
**HYBRID AIRCONDITIONER**

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IAPL GROUP PVT. LTD. | The Excellence. The Energy. The Edge. The Award. The Trust. The Future.



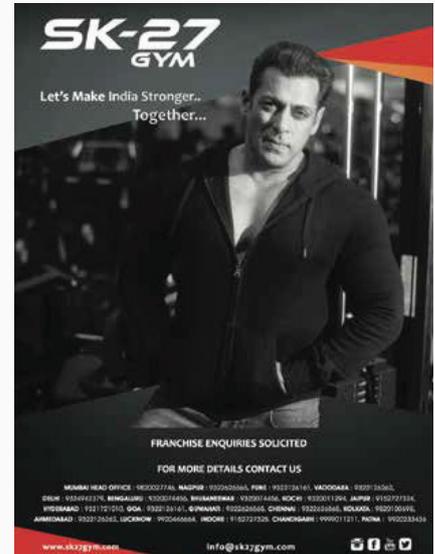
*Script your adventure*

Equip a top-rated fort in the heart of the forest. In the heart of the forest, the fort is a masterpiece of architecture. It is a masterpiece of architecture. It is a masterpiece of architecture.

www.sk27gym.com

**SK-27 GYM**

Let's Make India Stronger.. Together..



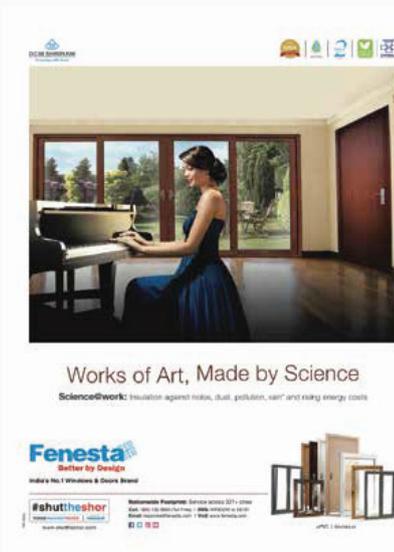
FRANCHISE ENQUIRIES SOLICITED

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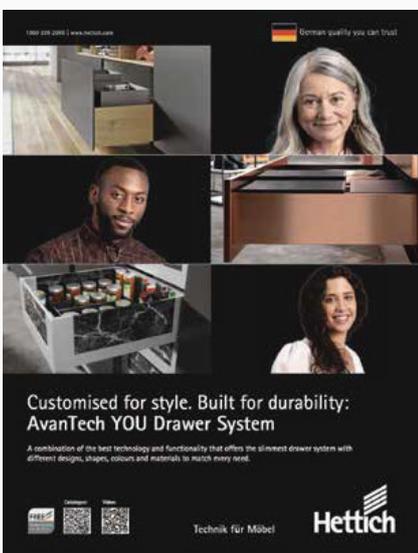
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Chennai Partner - OFFSHORE INDIA LLP: +91 9810114427, +91 9810427321

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Technik für Möbel **Hettich**

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from COLLISON

**Goodie** | LOCKS

THINK SAFETY, THINK GODREJ.

KNOWING YOUR HOME IS SAFE:  
THE STARTING POINT OF EVERY JOURNEY.

WITH OUR CUTTING-EDGE SAFETY SOLUTIONS.



STRONGER EXS™ KEY

ALTRIX comes with EXS™ TECHNOLOGY, combinations up to 2 billion.

Before leaving for your work trip or your vacation, don't forget to secure your home from robbers. Bolster your home's security with our cutting-edge locks and begin your journey with absolute peace of mind.

Rim Locks | Mortise Handles | Padlocks | Digital Locks

Safety Tip: 48  
Steal up! That's more than 11% of world's population based on all deaths. Do not adventure if you go away, leaving your house unprotected.

Toll Free No.: 1800 209 4543 | [www.godrejlocks.com](http://www.godrejlocks.com)

Scan the QR code to see more about the product.

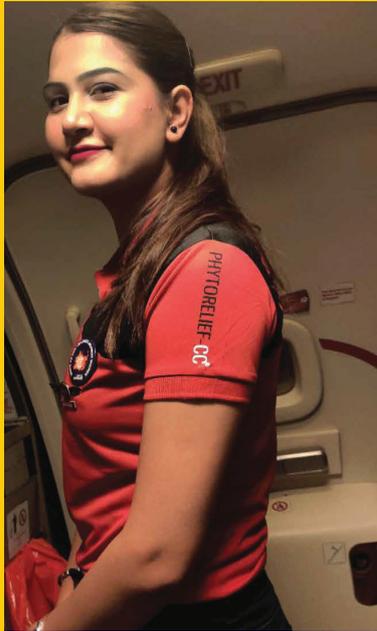
# 1500 CREW OPERATE ON DAILY BASIS

Around 1500 crew members operate on a daily basis, which means we are equipped with a huge energy task force to promote your brand further up in the skies. From co-branding their uniforms and badges to product sampling or distribution of product leaflets; sky's the limit.

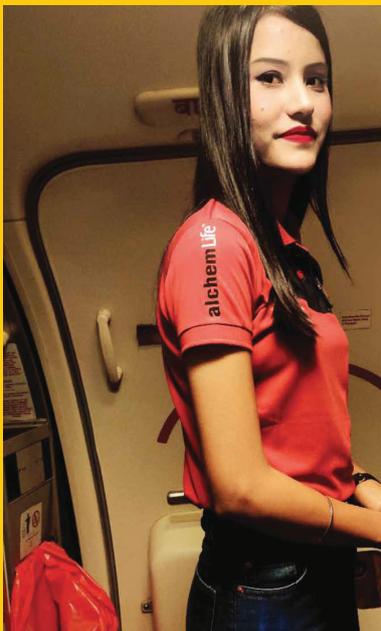


# CO-BRANDED UNIFORM FOR CREW

PHYTORELIEF-CC®



alchemLife™  
NATURALLY HEALTHY FOR LIFE



# CREW ANNOUNCEMENT

As often said that the most remembered piece of communication are the ones that are heard. Listening as a medium has a high brand recall value and we offer you this space in form of in-flight announcements. Our crew is equipped with delivering a brand message effectively. We have had excellent responses to such announcements in the past and look forward to doing more of them.



# *SpiceScreen*

## IN-FLIGHT ENTERTAINMENT DEVICE

Content is the way to reach your audiences. And we have our very own device – SpiceScreen – that gives passengers ample brand view. There are different options to advertise your brand. Rest assured, your brand is going to the right places.



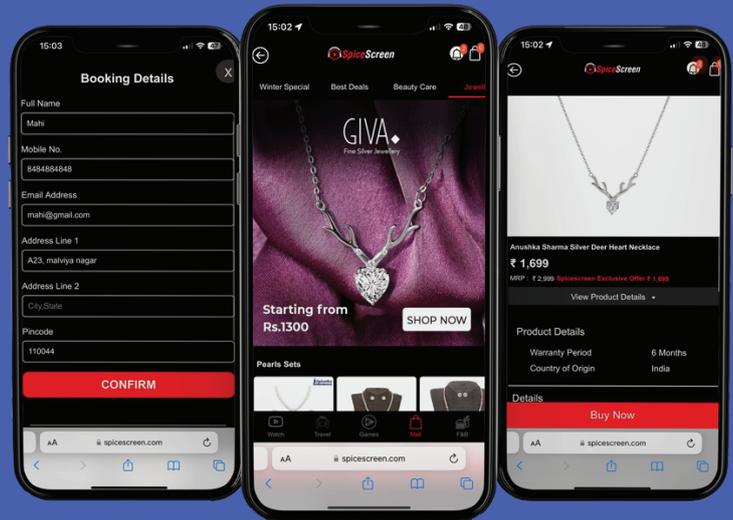
# THE BEST SCREEN FOR YOUR BRAND



# DISCOVER WHAT'S NEW ON SPICESCREEN

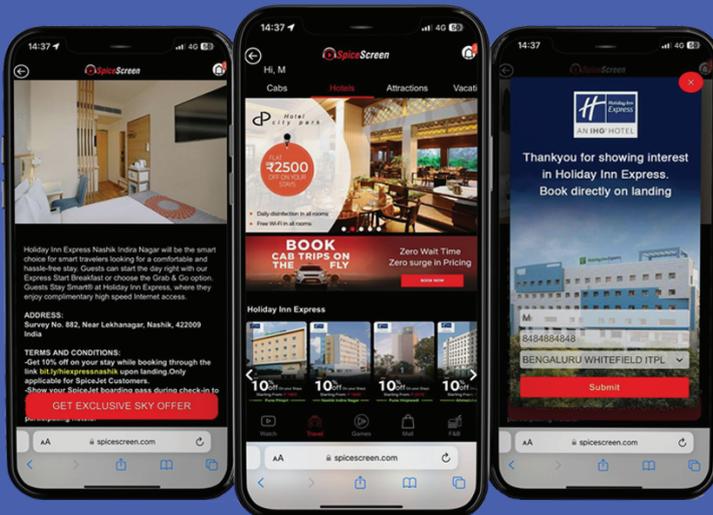
## SKYMALL

Passengers can browse your brand's offerings, add items to their cart, and complete their purchase – all without ever leaving their seat.



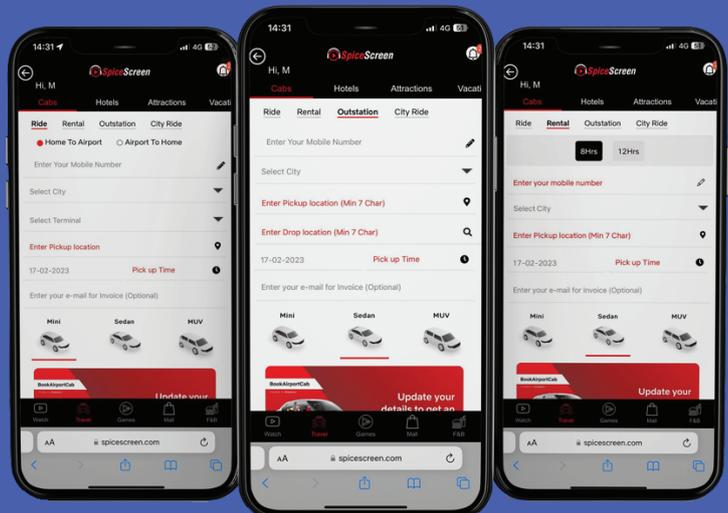
## HOTELS

Book hotels mid-air with SpiceScreen – Connect with travellers in flight and offer a hassle-free booking experience for your hotel brand!



## CABS

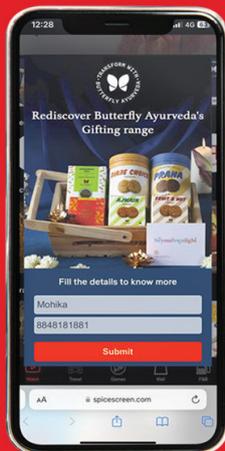
Passengers can book cabs directly from their seat while in the air providing them a seamless and convenient way to book a ride to their destination.





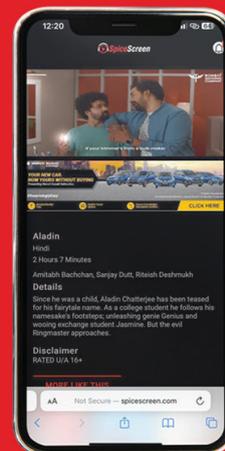
## Carousels & Banners Ads

are rotating banners that display multiple advertisements in a single space. They allow advertisers to showcase multiple products or services in a constant format, making them an effective way to reach a large audience.



## Interstitials

are full-page advertisements that appear between pages. They are typically displayed when a user clicks on a link or navigates to a new page. Interstitials can be used to promote a brand, product, or service, and provide a seamless user experience.



## Pre-Roll Ads

are short video advertisements that play before a user watches the main content. They are a versatile and effective advertising format that can be used to reach a large and engaged audience.



## Landing Page

serves as a dedicated space to showcase your product or service in detail you can include a range of information such as product descriptions, images, videos, and pricing information with a clear call to action to purchase or book directly from their seat on the flight.



**BRANDS  
ON BOARD  
WITH US**



**AUTOMOBILE**



**FMCG**



**ELECTRONICS/  
HOME APPLIANCES**



**HOSPITALITY  
(LOGGING)**





BEVERAGE



STATE TOURISM



BANK/PSU



APPAREL



PHARMA





  
 ENTERTAINMENT



  
 OTA



  
 E-COM



  
 MOBILE BRANDS



  
 SOFTWARE



The image features a central, stylized aircraft window. The window frame is a light grey, metallic-looking material with a fine, concentric-line texture. The interior of the window is a solid, vibrant red. Above the window, a small, horizontal, metallic-looking detail is visible. The background is a bright yellow, with large, abstract, overlapping shapes in red and yellow, suggesting a dynamic, high-energy environment. The overall aesthetic is modern and futuristic.

**Let's take  
your brand to  
places. So  
book a space  
with us. We  
are waiting to  
welcome you  
onboard.**