

PRESS RELEASE

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Lufthansa offers Chaayos Masala Chai on board their flights

- **Next level of partnership with start-up nurtured through Lufthansa *Runway to Success* initiative**

Lufthansa India has partnered with Chaayos, Delhi-NCR based Chai chain, to bring onboard special blends of the Indian masala tea exclusively created for the airline. Effective May 2018, passengers traveling on Lufthansa German Airlines to/from India can savour the authentic Indian masala chai featuring a special blend of high quality natural ingredients, including Assam tea, dried ginger, cardamom, cinnamon, black pepper and cloves, with no added artificial flavours.

“We are always looking for authentic culinary offerings in our inflight services. Chaayos is an expert in customized chai and with our partnership, we look forward to our customers savoring the best of blends while onboard. The partnership with Chaayos also reflects the deep engagement that we have built with successful entrepreneurs in India and helping nurture them to grow.” said Wolfgang Will, Senior Director, South Asia, Lufthansa Group.

Chai for an Indian is a ubiquitous brew over which friends bond; families connect; colleagues collaborate. It is an excuse to meet and a good cup of chai goes a long way in building a special relationship. The initiative is an extension of the #sayyestotheworld campaign which Lufthansa introduced in India recently to celebrate the zest of the Indian travellers to explore the world.

Lufthansa’s association with Chaayos started in 2015 as part of the Lufthansa Runway to Success initiative. Chaayos was an episodic winner and a Lufthansa Runway to Success Season 3 finalist and has become the market leader in the chai cafe space since then.

In a short span of 5 years, Chaayos has become the market leader in the chai café space with cafes in Delhi, Bombay and Chandigarh. Chaayos serves more than 16,000 cups of chai every day. “From Lufthansa Runway to Success to taking-off on a Lufthansa flight, Chaayos continues to scale with the visibility and support that Lufthansa has facilitated. We are delighted to have an opportunity to serve Lufthansa passengers with our especially crafted Masala chai”, said Raghav Verma, Co-founder and Head – Marketing of Chaayos.

Lufthansa Group in brief

The Lufthansa Group is the world’s largest aviation group in terms of turnover as well as the market leader in Europe’s airline sector. The Group strives to be the “First Choice in Aviation” for its customers, employees, shareholders and partners. Safety, quality, reliability and innovation are the prime credentials and priorities of all its business activities.

The Lufthansa Group is divided into the three strategic areas of Hub Airlines, Point-to-Point Business and Service Companies. The Group's network carriers, with their premium brands of Lufthansa, SWISS and Austrian Airlines, serve its home market from their Frankfurt, Munich, Zurich and Vienna hubs. With its Eurowings brand, the Group also offers short- and long-haul point-to-point services in the growing private travel market. And with its service companies, which are all global market leaders in their individual industries, the Lufthansa Group has found success in further areas of the aviation business.

Lufthansa Group airlines serve 343 destinations in 103 countries, offering 15,415 weekly frequencies. The current fleet is comprised of 728 aircraft (as of December 2017) and the Group will continue to take delivery of new aircraft until 2025. In 2017, the Lufthansa Group employed around 130,000 personnel, welcomed 130 million passengers aboard its flights and generated sales of around EUR 35.6 billion.

The Lufthansa Group is headed by the five-member Executive Board. Carsten Spohr is Chairman & CEO; Thorsten Dirks is in charge of Eurowings and Aviation Services; Harry Hohmeister bears responsibility for the Commercial Management of the Group's Hub Airlines and Airports; Ulrik Svensson is the Head of Finance and IT; and Dr. Bettina Volkens is in charge of HR and Legal Affairs.

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For any additional information please contact:

Deepika Bansal/ Nandini Sharma

Alphabet Consulting

E:deepikab@alphabetconsulting.com; nandinis@alphabetconsulting.com

M: +91 9811292247/ 8800230230