

AirAsia India partners with Sugarbox to launch 'first in the world' multi-feature in-flight experience hub, 'AirFlix'

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AirAsia India announced a partnership with Hyperlocal Cloud platform Sugarbox, to launch a first-of-its-kind in-flight experience hub, 'AirFlix'. An innovative solution for digital access in the skies, 'AirFlix' is available across the airline's fleet. Offering a value proposition unique to Indian skies, 'AirFlix' provides over 6,000 hours of high-resolution content, enabling access to 1,000+ International and Indian movies, short movies and 1,500+ web series episodes, enabling guests to stream buffer-free content from OTT Apps.

'AirFlix' is powered by the patented Cloud Fragment technology developed by Sugarbox, to provide fliers with digital access mimicking the internet experience, even without in-flight connectivity. 'AirFlix' is integrated and operates in sync with AirAsia India's in-flight ancillary platform, enabling customers to browse the menu and place orders using their personal devices. With a speed of up to 1Gbps and storage capacity of 8TB, 'AirFlix' offers a host of customised options, including Games, Ed-tech content, News articles, Music, E-commerce, and much more. Guests can connect to 'AirFlix' by visiting www.airflix.airasia.co.in on their smartphones, tablet PCs, or laptops.

Talking about the launch, **Siddhartha Butalia, Chief Marketing Officer, AirAsia India, said,** *"We're excited to introduce the 'AirFlix' experience hub for fliers and to partner with Sugarbox on their pioneering technology platform, offering a wider and more diverse range of captivating content and a literally elevated user experience. We're looking forward to leveraging the potential of this platform, introducing innovative features and technological integrations even beyond in-flight dining, entertainment, and shopping, and enabling personalized experiences that provide a distinct, differentiated flying experience in a hyper-competitive market."*

Speaking about the collaboration, **Rohit Paranjpe, Co-founder & CEO, of Sugarbox, expressed,** *"We are delighted to partner with AirAsia India on their journey to revolutionize the flying experience with 'AirFlix'. This is a first-of-its-kind initiative globally, where we are bringing the power of the Cloud to aircraft, using Sugarbox's patented Cloud Fragment technology. It enables 'AirFlix' to offer many firsts in the industry - access to OTT Apps, E-commerce, News, Podcasts, and In-flight F&B ordering. This is just the beginning of unlocking limitless opportunities for consumers through contextual, hyperlocal experiences. I'm very excited with what's to come for 'AirFlix' and eager for fliers to start experiencing it."*

Experience the #FunOfFlying with 'AirFlix', 36,000 feet in the air. For more information on AirFlix, visit airflix.airasia.co.in

About AirAsia India

AirAsia (India) Private Limited is a subsidiary of Air India Limited and a part of the Tata group. AirAsia India commenced operations on 12th June 2014 and flies over 50 direct and 100 connecting routes across India. The airline offers plush leather seats, hot meals and a host of exclusive benefits for NeuPass loyalty members.

AirAsia India has consistently embraced technology to deliver operational efficiency and enhance guest experiences, offering fast bookings, fab value, and fantastic deals on its award-winning mobile apps and website AirAsia.co.in, and delivering seamless support with an advanced AI-powered multilingual chatbot Tia.

For the latest on AirAsia India's innovations, promotions, activities, and contests, check out AirAsia India on Twitter [@AirAsiaIndia](https://twitter.com/AirAsiaIndia), Instagram [@AirAsiaIndia](https://www.instagram.com/AirAsiaIndia), Facebook [@AirAsiaIndia](https://www.facebook.com/AirAsiaIndia) and LinkedIn [@AirAsiaIndia](https://www.linkedin.com/company/AirAsiaIndia).

About Sugarbox

[Sugarbox](#) is bringing the world its first Hyperlocal Cloud platform to support the Internet of the Future – of Connected Devices, Applications, People and Things. We are solving for deficiencies in connectivity (availability, reliability, latency and cost) and context awareness (who, where, what), by getting the Cloud closer to the End user and providing the best-in-class experiences for the Connected, Under-connected & Unconnected.

Co-founded by Rohit Paranjpe, Devang Goradia and Ripunjay Bararia in 2016, Sugarbox is reimagining Digital access. Using its patented technology platform, Sugarbox enables native Apps to function seamlessly, even when data connectivity is intermittent or unconnected. Presently, the Company works with the likes of Chennai and Hyderabad metro, Central Railways (Suburban Mumbai region) and has powered more than 300gram panchayats across Uttarakhand, Maharashtra, Haryana, Uttar Pradesh, Rajasthan, and Himachal Pradesh. Sugarbox is now entering the skies with the AirAsia India partnership