

IndiGo Airlines: Navigating Crosswinds of Strategic Approaches

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In the first decade of the new millennium, a completely new and innovative name in the Indian aviation sector began to enter the limelight by promising fun and new horizons for millions of budget-conscious travellers across the country. This pioneering airline was founded by visionary entrepreneurs Rahul Bhatia and Rakesh Gangwal in 2006 with the intent of revolutionizing air travel in India. The company IndiGo quickly emerged into the limelight and came to be known as the low-cost carrier that could strike a chord with the time-conscious passenger. Its service was efficient, uncomplicated, and frill-free. With the tagline “On time, every time,” IndiGo touched the hearts and minds of the travelers and, therefore, captured an important share of the domestic market, achieving an impressive market leadership of over 50%.

The journey, however, had been for IndiGo quite the roller-coaster ride with levels that were not only challenging but also extremely turbulent. Cost variables within this sector are famously known to be quite volatile and at times inconsistent rather than stable. The pattern of change in fuel prices is very unpredictable as well. Hence, with fuel prices rising sharply over the last several years, this presented a challenge to its low-cost business model at IndiGo to reach a suitable balance between needing to stay affordable for customers and the critical need of making a margin in a very competitive market. Meeting that challenge has sometimes required difficult decisions with regard to its route network as well as resource allocations, so that bottom lines were not breached again without sacrificing a promise to offer affordable air travel.

Let's know how IndiGo Improved the ways of solving and regulating fluctuations in levels of fuel pricing. IndiGo has been doing everything it could to take an active step in implementing such measures to address and counteract this burgeoning trend of increasing fuel prices, at least on its most significant routes. Thus, these routes are referred to as the salary routes for IndiGo. They carry a huge volume of passenger

traffic across these major urban centres, including Mumbai, Delhi, and Bangalore. These routes have been profitable from the operation continued, which always generates big volumes and yields and, thus is relatively essential and indispensable to the ongoing growth and expansion of IndiGo as a leading airline.

Thus, IndiGo managed to elicit every penny of available revenue in its most competitive and strongest markets through the strategy that involved a decision to increase the number of direct flights as well as up the capacity on the routes that experience higher levels of busyness.

In the case of smaller cities, growth was a bit sluggish; however, there was never a waver in the demand for air travel. Thus, with such a scenario, IndiGo introduced an optimized strategy into the books. This strategy included managing these specific routes purely on intense cost efficiency thus enabling the airline to ensure that the passenger traffic stream continuously created a stable income without requiring much extra investment. There has also been a huge amount of caution exercised by IndiGo in its international routes. The airline desired to enter into new markets adopting a selective strategy, hence was able to mitigate possible risks while at the same time taking steps towards venturing into these new markets.

Now let's know, how IndiGo Drove Success Through Innovative Strategies for Competitive Advantage Competition is increasingly going abreast among the domestic airlines as low-cost carriers and full-service carriers are fighting for their share of market space. The rising rivalry led to the strategic investment in technology investments by IndiGo that would develop a friendly mobile application, make booking options more accessible, and build a holistic loyalty program that was designed to have customers deliver the right experience.

While remaining true to the no-frills philosophy at its base, IndiGo was more than eager to become a home to these digital innovations, which helped the airline become what it needed - the 'techy' appeal that sought to attract those value-seeking customers. The appeal resonates well for those people who are desperate not to compromise much on the promise of the brand of low-cost travel options.

The company has designed a wide range of promotions and brand practices most exceedingly to enhance the highly enhanced market position of the company. This is achieved by giving assurances of loyal customers as well as making newer travellers excited. A touch of customer-centric innovation coupled with good success placed

IndiGo squarely in the shoes of the more budget-conscious and the modern Indian traveller's airline choice.

Having now consolidated a strong foothold in the home market, IndiGo entered the international waters not with a wild and aggressive posture but rather with caution and proportion. It did not dilute itself by spreading its presence across various geographical segments but chose strategic partnerships in such regions. This smart move enabled it to penetrate the desired overseas markets without assuming a cost of having to bear the entire expense involved with such an expansion. It has been able to give IndiGo a “foothold” in the new geographies, which means that a much larger number of passengers have been reached at substantially lower risks. Therefore, the corporation can extend its reach out without over-stretching its assets or abilities. IndiGo took cautious and prudent approaches in route choice in the home market. But instead, it focused its attention on routes that were profitable, though they did not expand rapidly. It ensured that the investments remained at the barest minimum level so the profitability was kept maximised to full potential. As part of this strategic approach, over the course of time, less viable slower-growing routes were gradually phased out. This helped IndiGo change focus and concentrate more on areas that showed a greater potential for faster growth, which could always improve overall operational efficiency.

Let's conclude with a fact that, IndiGo Airlines is remarkable and successful because it proves that flexibility, with a focus on strategic planning, can indeed ensure victory in an industry that has otherwise proven hostile and challenging. The airline has captured profitability from the centre of its major routes, while it also pursued an international expansion balanced and cautious. Further, the airline has used technology quite effectively to bring a seamless transformation in the customers experience large. On that account, the airlines under the name of IndiGo were placed on a stable trajectory toward survival since they were able to ride out the turbulent waves that swept over much of the industry. Therefore, this extensive case study will focus on the means whereby IndiGo presents superlative agility and vision to answer their short-term requirements by taking expeditiously decisive actions that satisfy all operational needs. On the other hand, it will also research how they managed to grow and develop well towards long-term goals.