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## Kingfisher Airlines launches Upgrade Travel Option

Kingfisher Airlines, India's only Five Star Airline, rated by Skytrax, has announced the launch of Upgrade Travel Option, an initiative that offers lucky guests the opportunity to sample the award-winning Kingfisher First experience by paying a nominal fare difference for an upgrade from Kingfisher Class. This initiative has been launched in partnership with Optiontown. This offer is available on all sectors that offer the Kingfisher First service.

This is the first time that any airline in India is offering guests the opportunity to upgrade, made available through a unique service launched by Optiontown.

To avail of this offer, guests will need to book their regular Kingfisher Class tickets, as normal. Once the booking is done, they need to log on to [www.Optiontown.com](http://www.Optiontown.com) and enter their PNR, last name and e-mail address to retrieve the booking. Post selecting the flight they would like to be upgraded on, the guest will be required to pay a small sign-up fee and a nominal additional upgrade charge. If a guest is chosen for an upgrade, following a random selection process, the guest will travel on Kingfisher First and will be notified via e-mail prior to their departure.

Kingfisher Airlines has blazed a trail of innovations and introduced a range of market-firsts that have completely redefined the whole experience of air travel. The UTo program will provide the world class Kingfisher First experience to a larger segment of guests. "Optiontown has been the pioneer in the world of travel options that create unique win-win for both travelers and our airline partners," said Sachin Goel, Founder and CEO, Tenon & Groove, LLC, the owner and provider of Optiontown. "Upgrade Travel Option (UTo) offers an opportunity for lucky travelers to explore the world class Kingfisher First service at unbelievable and affordable prices."

Kingfisher Airlines is India's only Five Star airline, rated by Skytrax, and the only one to offer a premium first class. Besides being the first and only airline in India to offer in-flight entertainment on every seat, Kingfisher offers LIVE TV with 16 channels of live and exciting content. The airline has received numerous awards for innovation, customer responsiveness and was voted the 'Best New Airline of the Year', within months of its launch.

Kingfisher Airlines is a part of the UB Group that is one of India's largest conglomerates with diverse interests and a global presence. The UB Group is also the largest Indian alcoholic beverages (beer and spirits) company and the third largest drinks group in the world. Kingfisher Airlines covers all segments of air travel from low fares to premium service and offers most flights by any single airline network in India. Kingfisher Airlines now connects 70 cities with a fleet of 75 aircraft and operates over 425 flights a day in India.

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