

## Sabre, Air Astra ink distribution agreement

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-A Monitor Report

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The logo for Air Astra consists of the word 'AIR' in a grey, sans-serif font, followed by a grey five-pointed star, and then the word 'ASTRA' in a bold, yellow, sans-serif font.The Sabre logo is written in a bold, red, italicized, sans-serif font. A white diagonal line cuts through the middle of the letters 'a', 'b', and 'r'. A registered trademark symbol (®) is located at the end of the word.

Dhaka : One of the leading global travel technology provider Sabre Corporation on March 9 announced a new distribution agreement with the newest Bangladeshi private airline Air Astra.

The new airline based in Dhaka, as part of its efforts to grow, has joined Sabre's global distribution network to support its indirect retailing strategy. Air Astra will now be able to sell its domestic and future international inventory globally through Sabre-connected travel agents.

The move marks Sabre's further expansion of footprint in Bangladesh.

On the occasion, Imran Asif, CEO and Accountable Manager, Air Astra, said, "It was essential to us to have the right technology partner from the outset, with the advanced solutions we need to fulfil our domestic and global growth strategy."

"So, we're thrilled to be working with Sabre to distribute our fares and inventory through Sabre's extensive worldwide network of travel agents, enabling agents to create the travel experiences their customers want," added Asif.

Air Astra content will now be available to book for Sabre-connected travel agents, who are already familiar with the Sabre Red 360 interface and its workflow, and will therefore find it easy to immediately start selling the carrier's inventory.

"It is testament to the tenacity and resilience of the aviation industry when we see start-ups who have planned their launch during the pandemic and are now taking to the skies as recovery continues to escalate," said Rakesh Narayanan, Vice President, Regional General Manager, Asia Pacific, Travel Solutions, Airline Sales.

"We're delighted that Air Astra has implemented Sabre's Global Distribution System to ensure it is best positioned to take advantage of pent-up travel demand, capitalise on ongoing recovery, and fulfil its ambitious business strategy," he further mentioned.

It may be mentioned here that Air Astra first took to the skies in late 2022 with its inaugural domestic flights to Cox's Bazar and Chattogram.

The carrier plans a phased rollout of further opening domestic routes, increasing its fleet size and launching international flight services.