

Case scenario Summary on Air India Flight Crash 171

The unfortunate crash of Air India Flight 171 in Ahmedabad on 12th June, 2025, is marked as one of the most horrific and mysterious flight crashes in recent history. The flight en route from Ahmedabad to London crashed seconds after take-off. The preliminary analysis revealed system failure and issues with the fuel control system. The accident occurred due to irregular maintenance of the aircraft and systematic failure of the airlines.

During the crisis, Air India and Tata responded swiftly. The communication strategy adopted during the crisis was to restore trust through quick, honest, and empathetic communication, providing support to the families of passengers and suppressing misinformation. These objectives were targeted by an Immediate response. Their company responded within the first three hours and issued an early statement. Our family support helpline was also created, and a family assistant centre in Ahmedabad. In Taj Skyline Hotel, where Compensation questionnaires ask questions, submit documents, etc, facilities were provided, which allowed families to seek direct assistance. Each affected family also had at least one dedicated caregiver who assisted them with the Hospital Funeral or the DNA identification process. Each victim was also given 25 lakh INR compensation for their loss and long term assistance was provided through AI171 Memorial and Welfare Trust.

Other than this, all the Boeing aircraft underwent inspections and maintenance post the accident. While these checks should have been conducted proactively, a quick response post the air crash managed to build sympathy for the brand. The case study showcases that brands must prioritise their safety and build a culture of 'safety-first'.