

IndiGo and Nobero Join Hands; Make Shopping More Rewarding for Travellers

Nobero is the 1st Indian fashion brand to tie up with IndiGo BluChip.



Hyderabad, 19th Jan 2026- [IndiGo](#), India's preferred airline, and [Nobero, the travel-centric apparel brand](#) from [TMRW House of Brands](#), today announced a strategic partnership under the [IndiGo BluChip](#) loyalty program, offering customers added value across travel and everyday shopping.

This first-of-its-kind collaboration allows IndiGo BluChip members to earn 1 IndiGo BluChip for every ₹100 spent on any Nobero product. The partnership will enable customers to turn everyday apparel purchases into flight rewards, offering greater convenience and tangible benefits.

Designed to enhance the travel experience both on the ground and in the air, the partnership brings together Nobero's apparel designed for the Modern Traveller who is always on the go, and IndiGo BluChip's rapidly

expanding loyalty ecosystem. Customers can now enjoy a rewarding journey that begins with their wardrobe and extends to IndiGo's extensive flight network.

The partnership is valid for three years, effective immediately, reinforcing Nobero and IndiGo's commitment to building meaningful alliances that enrich customer experiences.

Neetan Chopra, Chief Digital and Information Officer, IndiGo, said: *"At IndiGo, we are committed to creating a compelling value proposition that aligns with our customers' expectations, while recognising and rewarding their continued loyalty. We are thrilled to partner with Nobero and are confident that this collaboration will enrich our customers' shopping and travel experiences with meaningful, easy-to-redeem benefits."*

Says Karthik Venkat and Bala Satish, Co-Founders, Nobero, *"Our vision has always been to elevate the modern traveller's journey. Partnering with IndiGo BluChip allows us to extend that value even further by rewarding customers not just with exceptional products but also with meaningful loyalty benefits. This collaboration marks a significant step in building an enriched travel lifestyle community."*

Why This Partnership Matters

- **Seamless Value Creation:** Customers earn IndiGo BluChip points on every purchase made on the Nobero website
- **Strengthened Travel Lifestyle:** Aligns with Nobero's mission of creating products designed for modern, on-the-move consumers

Customers can start earning Indigo BluChip points immediately by shopping at Nobero's official website. Points will automatically be credited to their registered Indigo BluChip accounts after purchase validation.

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About IndiGo:

IndiGo is India's preferred and amongst the fastest growing carriers in the world. IndiGo has a simple philosophy: offer fares that are affordable, flights that are on time, and provide a courteous and hassle-free travel experience across its unparalleled network. With its fleet of 400+ aircraft, the airline operates around 2200+ daily flights,

connecting 90+ domestic and 45+ international destinations, and welcomed over 118 million customers in FY25. IndiGo was also named the 'Best Airline in India and South Asia' by Skytrax at the World Airline Awards 2025. For more information, please visit <http://www.goIndiGo.in/> or download our mobile app. Facebook | Twitter | Instagram

About Nobero

Nobero is a travel-centric apparel brand designed for people who live life on the move. Built around comfort, versatility, and functionality, the brand creates clothing that transitions seamlessly across journeys—whether it's daily travel, weekend getaways, or long days on the road. From statement t-shirts and versatile joggers to cosy sweatshirts and travel-inspired hoodies, every product is designed to offer ease of movement without compromising on style. Through its trademarked **Fashleisure** philosophy, Nobero brings together fashion and comfort, ensuring travellers never have to choose between looking good and feeling comfortable, wherever the journey takes them.

About TMRW

TMRW is a tech-led 'House of Brands' venture from the Aditya Birla Group. With a focus on fashion and lifestyle, the company's strategic vision entails crafting a leading House of Brands enterprise, exceeding the \$1 billion benchmark, within the next 5–7 years. Functioning as both a coach and a catalyst, TMRW assumes the pivotal role of nurturing these brand founders and teams, steering them toward becoming the next generation of revered, consumer-adored brands. TMRW's competitive edge derives from an extraordinary amalgamation of expertise in category and brand cultivation, blended seamlessly with cutting-edge digital-first & technology capabilities with an experienced founding team. TMRW is focused on building large, enduring brands and deploying a balanced growth path with strong fundamentals and unit economics. Currently, the TMRW portfolio consists of casual wear, streetwear & Fashleisure™ along with expression wear and kids wear categories.

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