

GoAir Rebranded As Go First Ahead Of IPO Debut

Wadia Group-backed GoAir has been rebranded as 'Go First' as the airline is betting big on its ultra-low-cost business model to drift over the effect of the COVID-19 pandemic. The airline is also assembling to go for an initial public offering (IPO) to raise funds for its expansion plans.

According to an official release, Go First is positioned to get ahead of its peer group by operating with the ULCC model. The ULCC model comprises the youngest average fleet among Indian low-cost carriers, the majority of which are Airbus A320 Neos. CEO of Go First Kaushik Kohna said the airline has stayed resilient during the really tough times in the past 15 months.