



Get Inked, Celebrate with Discounts on Flights, Food & More

To get more footfalls and for doing their bit for the nation, cos offering 'democracy discounts' to voters

**Anumeha Chaturvedi
& Arindam Majumder**

New Delhi: Voters in India's ongoing general election don't just get to choose the composition of the next lower house of parliament – they are also spoilt for choice by the offers and discounts lined up by companies across sectors such as hospitality, aviation, healthcare and ride-hailing services in a bid to boost their business as well as encourage people to participate in the largest carnival of democracy.

From discounts on food, flights and hotels to free full body check-ups in hospitals and offers at amusement parks and salons, an array of goodies awaits those who

have voted, with their inked fingers marking them out, said industry executives.

"It has become an extended weekend because of the election holiday in Uttar Pradesh and we

expect good business because some restaurants in Noida will offer a 20% democracy discount to inked voters. I think all companies in the services industry should consider this," said Var-

un Khara, chapter head for Uttar Pradesh, National Restaurant Association of India.

Restaurants such as Café Delhi Heights, F Bar, I Sacked Newton, Noida Social and The Beer Café

said they will offer "democracy discounts" to inked voters in Noida as it goes to the polls on Friday.

Air India Express is giving first-time voters aged 18-22 years a 19% discount on domestic and international flight tickets for travelling to their home constituencies and back. Since the offer was launched by the airline on April 19, one out of every 20 bookings has been by a first-time voter, said people in the know.

The airline, which has a strong presence on India-West Asia routes, has seen a large number of first-time voters travelling from Sharjah and Dubai to Kerala, Tamil Nadu and Karnataka, the people said.

Soft Push

Companies across sectors such as travel, hospitality, beauty, fitness line up offers for inked voters



Air India Express giving 19% discount to first time voters aged 18-22 on domestic and international flight tickets

Salon chain **Enrich** will offer a 50% additional discount to members for a week from the voting date in cities such as **Mumbai, Bengaluru, Ahmedabad**

Hotel and restaurant Association (Western India) encouraging members to offer special discounts on food bills to inked voters



ILLUSTRATION: VARANI SAHU

Discounted Rides >> 12