



Kenya Airways Adopts Smart Pricing Technology to Enhance Customer Experience

Nairobi, Kenya, 16th April 2026 _ Kenya Airways has adopted Jupiter 5.0, an AI-powered pricing platform from FlyNava Technologies, to help deliver more competitive fares, quicker fare updates, and more consistent pricing for customers. By enabling faster responses to market changes and improving how pricing decisions are made, the airline aims to offer travelers better value, greater transparency, and a more reliable booking experience across its network.

With the AI platform, Kenya Airways can interpret market signals more rapidly, evaluate pricing scenarios with greater confidence, and implement decisions with full visibility and traceability. For travelers, this means more competitive fares, faster fare updates as market conditions shift, and greater reliability and value across the airline's network.

Jupiter 5.0 brings together market intelligence, scenario simulation, decision validation, and execution into a single integrated workflow. Its built-in governance framework supports structured pricing processes, oversight, and auditability, enabling airlines to move faster without compromising accountability, a critical capability in today's dynamic aviation environment.

"Jupiter 5.0 will help us manage pricing complexity with both speed and discipline," said Hellen Mathuka, Chief Strategy and Innovation Officer, Kenya Airways. "It enables faster decisions while improving oversight and accountability across our pricing process, helping us respond to dynamic market conditions in a way that supports stronger customer value."

"Connecting insight to execution in one workflow improves efficiency and control," said Jackson Kamande, Head of Pricing and Revenue Management, Kenya Airways. "That alignment is essential for moving quickly in dynamic markets while keeping decisions consistent and well-governed."

"Simulation and impact visibility allow us to evaluate options with greater confidence before execution," added Triza Bomett, Revenue Manager Pricing, Kenya Airways. "It improves how we validate decisions, helping us respond faster while maintaining reliability."

The adoption further strengthens Kenya Airways' competitive position while supporting a more responsive and dependable travel experience for customers.

FlyNava Technologies is backed by IdeaSpring Capital and supported by AWS, combining strong venture backing with enterprise-grade cloud infrastructure.

"We are pleased to welcome Kenya Airways as a valued customer of Jupiter 5.0," said Mahesh Shastry, CEO and Founder, FlyNava Technologies. "After a comprehensive evaluation, Jupiter's AI/ML-driven capabilities stood out. By connecting insight, validation, and execution in one governed workflow, Jupiter is designed to deliver faster time-to-market, stronger pricing control, and meaningful revenue impact."

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About Kenya Airways

Kenya Airways (KQ), The Pride of Africa, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 42 destinations worldwide, 33 of which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.

As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

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