**Introduction**

A no-frills service or product is one for which the non-essential features have been removed to keep the price low. The term "frills" originally refers to a style of fabric decoration. Something offered to customers for no additional charge may be designated as a "frill" - for example, free drinks on airline journeys. No-frills businesses operate on the principle that by removing luxurious additions, customers may be offered lower prices.

**No-frills Airlines**

No-frills airlines are airlines that offer low fares but eliminate all non-essential services, such as complimentary food, in-flight entertainment systems, and business-class seating. A no-frills airline will typically cut overhead by flying from more remote airports (with lower access charges) and by using a single type of aircraft. Aircraft cabin interiors may be fitted out with minimum comforts, providing with luxuries such as seat-back video screens, reclining seats, and blinds; some airlines choose to carry advertising inside the cabin to increase revenue. Should meals be served, they must be paid for in full.

**No-frills Airlines in India**