

# Revenue Management

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## Agency Debit Memo (ADM) Policy

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## Document Information

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# Chapter I: Introduction

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## 1.1 Objective

flydubai values all agencies as one of our key business partners and is committed to conducting business fairly to foster a strong relationship that drives mutual growth and benefits.

This document aims to provide clarity on flydubai's ADM policy. The policy takes effect from the issue date and may be updated periodically at flydubai's sole discretion. Overall, it aligns with the principles outlined in [IATA Reso 850m](#).

According to [IATA Reso 850m](#), flydubai is obligated to publish and communicate its ADM policies to agents in writing. Additionally, [IATA Reso 824](#) outlines agents' responsibilities, stating that they must issue tickets in accordance with the carrier's fares, fare rules, general conditions of carriage, and any written instructions provided by the carrier (e.g., memos, circulars, or manuals).

flydubai reserve the right to audit and issue ADMs for transactions that do not comply with the required booking and ticketing practices. An ADM may also be used to recover amounts in cases where a traffic document has not been issued, provided there is an agreement with the Agent. For instance, this could apply to deposits for group sales.

## 1.2 Scope & Coverage

This policy applies to all GDS Agents (Agents) handling the sale of flydubai inventory. An ADM is a notification to the Agent indicating that an amount is owed to flydubai for the reasons specified. flydubai may issue an ADM to recover amounts or adjust transactions related to the issuance and use of flydubai traffic documents, whether issued by or at the Agent's request, regardless of the airlines included in the itinerary of the flydubai traffic document.

An ADM may also be issued for amounts where a traffic document has not been issued, subject to agreement with the Agent, such as deposits for group sales. Debit memos may be issued in cases where the Agent fails to comply with fare rules or commits booking or ticketing errors. Examples of such instances are outlined in the ADM matrix.

## 1.3 Effective Date

This version of policy is in effect from – **20<sup>th</sup> Jan'2025**

## Chapter II: Principles of Issuance

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- 2.1 ADMs will be issued in accordance with IATA Resolutions, in particular [IATA Reso 850m](#) & ARC ARA Process.
- 2.2 An ADM will be submitted for processing through the BSP / ARC Link within nine months of final travel date. If the final travel date cannot be established, the ADM shall be processed within nine months of expiry date of the document. Any debit action beyond this period shall be handled directly between flydubai and the Agent.
- 2.3 flydubai in its efforts will try to provide as much information as possible on an ADM about the reason why a charge is being made.
- 2.4 An ADM relates to a specific transaction only, and may not generally be used to group unrelated transactions, except that more than one charge can be included on one ADM if the reason for the charge is the same with a supporting list provided with the ADM.
- 2.5 If flydubai raises an ADM for non-compliance with fare rules, the general principle applied is to raise the fare to the applicable fare.
- 2.6 Fare rule violation ADM amounts may equal up to the difference between the fare ticketed and the most unrestrictive published fare for the transportation provided. Any taxes, fees, charges applicable will be added.
- 2.7 flydubai will determine a minimum tolerance threshold (subject to periodic review and revision without prior notice), which, if exceeded, will result in the issuance of an ADM to the responsible Agent.
- 2.8 flydubai will only issue more than one ADM in relation to the same original ticket, if different, unrelated charges apply. This does not apply when an ADM is cancelled and raised again for the same reason but for a different value.
- 2.9 flydubai will charge an administration fee of **USD 7** for each ADM issued (in addition to the applicable penalty & fees mentioned in chapter IV). Flydubai reserves the right to revise these administration fees without prior notice to the Agent.
- 2.10 ADMs are not commissionable, i.e., an Agent may not withhold commission from ADM proceeds remitted to flydubai.
- 2.11 ADMs will always include the contact details of flydubai's representative and/or department, including a phone number or email address, to enable the Agent to seek clarifications.

- 2.12 flydubai reserves the right to deduct outstanding ADM amounts from commercial, marketing, or performance-linked bonus funds.
- 2.13 In cases where IATA/ARC Agents establish commercial relationships with non-IATA/non-ARC agents, the IATA/ARC Ticketing Agent assumes full responsibility for the relationship. The Ticketing Agent will be held liable for any malpractices, and ADMs will be raised to the Ticketing Agent accordingly, irrespective of their location.
- 2.14 If an agent defaults in BSP / ARC Link, any ADM related to that Agent will be issued to their Head Office or another branch of the Agency in question.

## Chapter III: ADM Administration

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### 3.1 ADM Disputes & Resolution

- 3.1.1. flydubai handles dispute processing in line with [IATA Reso 850m](#) and post-billing disputes for ADMs in accordance with [IATA Reso 818g](#) and [IATA Reso 812](#). Agents are advised to dispute ADMs only when there is a valid reason supported by appropriate documentation.
- 3.1.2. flydubai will comply with BSP / ARC procedures in providing Agents with a minimum period of notice, to review any ADM and dispute it. For the purpose, date of issuance is to be considered as the date of receipt by the Agent.
- 3.1.3. To dispute an ADM, the Agent must submit relevant and specific supporting documentation detailing the reason for the dispute to flydubai within 30 days of receipt, or within the timeframe set by the local BSP / ARC, whichever is earlier.
- 3.1.4. flydubai will review disputes raised by Agents within 60 days of receipt. If the ADM is determined to be invalid, all associated charges will be cancelled.
- 3.1.5. If the local BSP's / ARC's prescribed ADM dispute period, as stated in 3.1.3, is shorter than the dispute timeframe mentioned, any remaining disputes must be submitted via the BSP / ARC Link ACM request functionality.
- 3.1.6. Despite the timeframes in 3.1.3, flydubai reserves the right to settle or resolve disputes outside the BSP / ARC Link process for items exceeding the 60-day limit.
- 3.1.7. Flydubai reserves the right to restrict booking or ticketing capabilities for any Agent due to non-payment of debit memos, without limiting other rights or remedies.
- 3.1.8. If a dispute is rejected, flydubai will provide the Agent with an explanation for the rejection.
- 3.1.9. The dispute period for all Manual ADMs must be within 14 days from the date of submission. All disputes submitted by agents to flydubai must be accompanied by relevant supporting documentation.



## 3.2 Booking / Travel Agent's Responsibility

To ensure smooth implementation of this Policy, flydubai expects the travel agents to do business as per the agreed policies and procedures as indicated below:

- 3.2.1. Ensure proper issuance of tickets in accordance with applicable tariffs, rules, general conditions of carriage, as per the scheme guidelines for cards authorization, and instructions provided by flydubai.
- 3.2.2. Reissue tickets if changes to the flight, date, or booking class are made after ticket issuance, and when payment of a charge or fare difference is required.
- 3.2.3. Verify the passenger's eligibility for specific fares (e.g., Seaman, Resident, Government, or Tour Operator fares) before issuing a ticket. Inform the passenger that proof of eligibility may be requested by the airline. flydubai reserves the right to settle with the passenger or raise an ADM on the travel agent if the passenger travels on a reduced fare without eligibility.
- 3.2.4. Ensure that when disputing an ADM, the response includes specific details and relevant supporting documentation, sent to flydubai at the communication address indicated on the ADM.
- 3.2.5. Do not dispute an ADM when the reason is valid, and evidence to the contrary is unavailable.
- 3.2.6. Raise all disputes within the BSP / ARC dispute period, as outlined in this policy.
- 3.2.7. Keep contact details (including phone numbers, fax numbers, and email addresses) up to date in BSP / ARC Link.
- 3.2.8. Provide specific contact details when logging a dispute in BSP / ARC Link to enable flydubai to contact the agent if needed regarding the dispute.
- 3.2.9. Agencies must ensure that ticket reissues or exchanges are processed strictly within their authorization limits. Any violation of this policy may result in financial penalties and further actions as deemed necessary by the airline.

### 3.3 Contact & Information Request

- The contact details for initiating correspondence will be provided on the respective ADM in BSP / ARC Link.
- For further clarification or information, you may contact –
  - [flydubai.disputes@accelya.com](mailto:flydubai.disputes@accelya.com)
  - [fzGDS@flydubai.com](mailto:fzGDS@flydubai.com)
- Please note that airline contact details mentioned in the ADM policy should not be used for dispute communications, as such communications will not be recognized as received by flydubai under this Policy.

## Chapter IV: ADM Matrix

The reasons listed below are not exhaustive, and flydubai reserves the right to issue ADMs for violations not specified here.

### 4.1 Booking & Ticketing

Violation	Penalty
Reservation Booking Designator (RBD)	Fare difference between ticketed vs booked RBD
Fare / Sales violation	The difference between the collected and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Incorrectly calculated refund	Reclaim of any under-collected penalty amount, along with the difference between the incorrectly claimed refund value and the correct refundable value of the fare, taxes, fees, surcharges, and/or commission.
Reissue violation	The difference between the collected and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Interline ticket RBD violation	The difference between the collected and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Upgrade tickets	The difference between the ticketed and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Travel audit	The difference between the ticketed and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Un-ticketed no show	Applicable fare for no Show sector, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Creating bookings with fictitious/fake names	Ticketing access for the agent will be revoked

Violation	Penalty
Speculative bookings <i>(Bookings made when no definite passenger exists in anticipation of possible sale)</i>	Ticketing access for the agent will be revoked
Cross border ticketing	The difference between the collected and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.
Misuse of the carrier identification plate (documents issued on 141 stock/plate) for itineraries or journeys entirely on other airlines without authorization from flydubai.	The difference between the ticketed and applicable fare, along with the difference in applicable taxes, fees, charges, and surcharges, will be applied, with a minimum charge as follows: <ul style="list-style-type: none"> <li>- <b>USD 500</b> for Economy Class</li> <li>- <b>USD 1000</b> for Premium Economy or Business Class</li> <li>- <b>USD 2000</b> for First Class</li> </ul> For itineraries involving a combination of cabin classes, the rate corresponding to the highest booked cabin will apply.
Incorrect application or omission of fees, charges, surcharges, or penalties.	The difference between the imposed amount(s) and the applicable amount(s) will be recovered from the Agent.
Incorrectly applied or omitted tax(es).	The difference between the imposed amount(s) and the applicable amount(s) will be recovered from the Agent.
Penalty collected with incorrect tax code or included in fare	ADM will be raised for applicable penalty value.
Ticket Voided not on same day of booking	ADM will be raised for fare and non-refundable taxes
Unauthorized Ticket Reissue or Exchange by a Different Travel Agent.  Any reissue or exchange performed by an unrelated or unauthorized agency will be considered a violation of ticketing policies.	ADM will be issued for the fare difference, penalties, along with any applicable taxes, charges, surcharges, commission, fees, and any loss incurred due to the unauthorized transaction

## 4.2 Payment

Violation	Penalty
<p>The use of a payment card belonging to the Agent, an individual authorized to act on behalf of the Agent, or an Agent's officer, partner, or employee, in connection with the sale of flydubai Traffic Documents to any customer of the Agent, is prohibited as per <a href="#">IATA Reso 890</a>.</p>	<p>A surcharge will be applied in accordance with flydubai's published customer card surcharge policy. For payment card types where surcharges are not specified, a fee of <b>3%</b> of the total value of the issued document will be applied, in addition to flydubai's standard ADM administrative fees.</p>
<p>Issuance of a ticket using a payment card without obtaining an approval code or incorrect authorization code, from the card issuer (issuing bank).</p>	<p>If a transaction is issued without a valid approval code from the card issuer (issuing bank), resulting in a chargeback (including Fraudulently use of Cards) or failure of transaction settlement, the Agent will be liable to pay flydubai in full, along with an ADM of <b>USD 50</b>.</p> <p>Flydubai reserves the right to suspend the Ticketing Authority of any Agent found issuing tickets using payment cards without the necessary approvals, including a valid approval code and the applicable fine amount imposed by the card scheme/relevant authority (if any).</p>
<p>Processing a third-party card transaction without obtaining explicit approval from the cardholder.</p>	<p>Ticketing access for the agent will be revoked</p>
<p>Processing a refund to a payment method different from the original method of payment used for the transaction.</p> <p>Refund not done as per <a href="#">IATA Reso 824r</a> including refund not to initial form of payment.</p>	<p>An ADM of <b>USD 50</b> will be issued for each transaction refunded to a form of payment different from the one originally used.</p>
<p>A disputed transaction (including chargeback) that is rejected by the card company.</p>	<p>The full value of the disputed transaction (or chargeback) will be reclaimed from the ticket-issuing or refunding Agent via an ADM.</p>
<p>Violation of card scheme rules including PCI compliance.</p>	<p>Fine amount imposed by the card scheme/relevant authority.</p>

### 4.3 Ancillaries

Violation	Penalty
Baggage allowance printed on the Ticket does not match the actual applicable allowance.	A charge of <b>USD 25</b> per kg will apply to the difference between the baggage allowance stated on the ticket and the applicable/permitted free baggage allowance, regardless of whether the customer has used the printed free baggage allowance.
Ancillary Services	Difference between the collected charge and applicable charge

### 4.4 Compliance

Violation	Penalty
Multiple utilization: instances where the same document is reported as being used multiple times.	The entire value of the document will be charged for the violated sectors only.
Utilization against void sales and unreported sales refers to situations where a refund, reissue, or travel is reported for transactions that were either voided or not properly reported.	An ADM will be raised to recover the entire value of ticket to be reclaimed associated with these discrepancies.
Misuse of schedule changes, irregular operations, or ad-hoc commercial policies refers to instances where these operational adjustments or policies are exploited inappropriately, such as manipulating them to gain unauthorized benefits or bypassing standard procedures.	The highest published carrier fare, along with applicable taxes, fees, charges, and surcharges, will be applied for the re-protected sector(s) in the cabin(s) traveled.
Tickets issued using pre-stored fares instead of the current applicable fare.	The difference between the collected and applicable fare, along with any applicable taxes, charges, surcharges, commission, and fees, will be applied.

<p>INAD/Deportees fines and penalties.</p> <p>flydubai reserves the right to debit the issuing agent for inadmissible (INAD) passengers in cases of violations by the issuing agent.</p> <p>Such violations may include, but are not limited to, the issuance of fraudulent documentation (e.g., visa, ticket, passport, etc.).</p> <p>Additionally, for return travel to the destination airport on a single ticket or separate tickets, the issuing agent must not cancel or void the return travel from the destination airport within 48 hours of the outbound travel.</p>	<p>The debit will cover the costs associated with the INAD passenger, including fines imposed on the carrier, expenses for returning the passenger to the origin, and any other related costs.</p>
<p>GDS Wastage</p>	<p>Flydubai will issue an ADM of <b>USD 10</b> per segment, to recover GDS wastage costs, even if a traffic document has not been issued, when the booking and subsequent wastage occur due to an agent's action or failure to cancel the booking.</p>
<p>Name change &amp; correction charges not collected or under collected</p>	<p>A charge of <b>USD 50</b>, in addition to name change fee (as per policy) will be applied.</p> <p>If there are any other changes – like flight, date etc., the applicable change fee charges &amp; taxes would be applied.</p> <p><b>Refer to FZ's Name change policy for more details.</b></p>

## Chapter V: Annexure A

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### 5.1 Abbreviations

Abbreviation	Description
ACM	<b>Agency Credit Memo:</b> A document issued by airlines to travel agents for crediting adjustments or refunds.
ADM	<b>Agency Debit Memo:</b> A document issued by airlines to travel agents for charging adjustments or penalties.
ARC	<b>Airlines Reporting Corporation:</b> A U.S.-based organization managing ticket sales and settlement for airlines and travel agents.
BSP	<b>Billing and Settlement Plan:</b> A centralized system facilitating payment and settlement between travel agents and airlines.
GDS	<b>Global Distribution System:</b> A computerized network enabling transactions between travel service providers and agents.
IATA	<b>International Air Transport Association:</b> A global trade association for airlines, setting standards and advocating for the industry.
INAD	<b>Inadmissible Passenger:</b> A traveler denied entry to a country due to visa, documentation, or other issues.
PCI	<b>Payment Card Industry:</b> Refers to a set of security standards designed to ensure the secure processing, storage, and transmission of credit card information
RBD	<b>Reservation Booking Designator:</b> A code representing a specific fare class or booking category on an airline.
Reso	<b>Resolution:</b> Industry agreements or standards established by IATA for consistent practices in airline and travel operations.



## 5.2 References & Links

- IATA Reso 850M: Issue and Processing of Agency Debit Memos (ADMs)  
<https://www.iata.org/en/fmc-documents/5db17782-b372-4be0-b3cd-2b7806138557/>
- IATA Reso 824: Passenger Sales Agency Agreement (Version II)  
<https://www.iata.org/en/fmc-documents/95161a68-6984-4f83-86a7-06613fe38c71/>
- IATA Reso 818g: Passenger Sales Agency Rules  
<https://www.iata.org/en/fmc-documents/77355c16-93f6-417c-8ebd-6aa838777487/>
- IATA Reso 812: Passenger Sales Agency Rules -  
<https://www.iata.org/en/fmc-documents/8471a996-5c3b-414c-a63b-2d6302119f5f/>
- IATA Reso 890: Customer Card Sales Rules -  
<https://www.iata.org/en/fmc-documents/d2b75c9c-05ec-43d0-8e85-009d49f7e48a/>
- IATA Reso 824r: Refunds  
<https://www.iata.org/en/fmc-documents/952feaa6-ad68-42c2-9013-3c34f2f651a6/>

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