



A NEW AIR INDIA IS UNVEILED, REPRESENTING BOLD NEW INDIA ON THE WORLD STAGE

News / Airlines



Air India unveiled a modern new brand identity and new aircraft livery that capture the essence of a bold new India, marking a milestone in its *Vihaan.AI* transformation of the national institution into a national inspiration. The new look reimagines the iconic Indian window shape, historically used by Air India, into a gold window frame that becomes central to the new brand design system - symbolising a 'Window of Possibilities'.

Air India's new logo symbol - 'The Vista' - is inspired by the peak of the gold window frame, signifying limitless possibilities, progressiveness, and the airline's bold, confident outlook for the future. Air India's brand-new aircraft livery and design features a palette of deep red, aubergine, and gold highlights, as well as a chakra-inspired pattern. It also boasts a striking new custom-made 'Air India Sans' font, marrying confidence with warmth to position Air India as premium, inclusive, and accessible.

Campbell Wilson, Air India CEO & MD, commented: "Our transformative new brand reflects an

ambition to make Air India a world class airline serving guests from around the globe, and that represents a new India proudly on the global stage. The new Air India is bold, confident, and vibrant, but also warm and deeply rooted to its rich history and traditions that make Indian hospitality a global benchmark for standards in service. Colours, patterns, shapes and how they come together and what they represent matter, but our actions speak so much louder. We are in the midst of a *total* transformation to reimagine the role of India's flagship airline."



Designed in partnership with the brand transformation company, FutureBrand, the iconic new brand identity combines Air India's glorious past with its drive to aim for excellence and innovate for the future, creating a standout brand design for a premium global airline with an Indian heart. Travellers will begin to see the new logo throughout their journey starting December 2023, when Air India's first Airbus A350 enters the fleet in the new livery.

Air India is making significant investments throughout the guest experience to elevate its service and to strengthening its position as the preferred airline for travellers flying to, from, and within India. Air India has confirmed historic purchase agreements to acquire 470 aircraft from Airbus and Boeing at US\$70 billion (based on published list prices), with deliveries of the new aircraft starting November this year.

The transformation of Air India's fleet has already begun with the airline leasing and buying 20 widebody aircraft this year. A US\$400 million programme to completely refurbish the interiors of its legacy fleet of 43 widebody aircraft commences mid-2024, which will lead to the installation of brand-new seats in every cabin, new inflight entertainment systems, and inflight Wi-Fi internet connectivity. By March 2024, 33% of the airline's widebody fleet will be upgraded, and over the next two-and-a-half years, its entire long-haul fleet will be reborn.

Air India has launched a new website and mobile app, offering a significantly improved web experience with new digital tools and features.

- The carrier will also launch a new "open all hours, every day" customer contact centre in nine Indian and foreign languages by the end of this year, as well as a completely redesigned loyalty program in early 2024 that will enable thousands of new redemption possibilities.
- The airline is investing in building completely new lounges at Delhi and New York JFK

airports, having recently announced a global lounge network expansion, achieving 100% lounge access coverage for premium customers at all destinations in its international route network.

- Air India has now welcomed more than 5,000 new staff, including 3,200 Cabin Crew and nearly 1,000 Cockpit Crew, who are helping to drive the cultural transformation taking place at the heart of Air India. It is also heavily investing in building one of the world's largest aviation training academies in India that will upskill a massive number of aviation professionals.



10 AUGUST 2023

ARTICLE LINK:

<https://connect.50skyshades.com/news/airlines/a-new-air-india-is-unveiled-representing-bold-new-india-on-the-world-stage>