

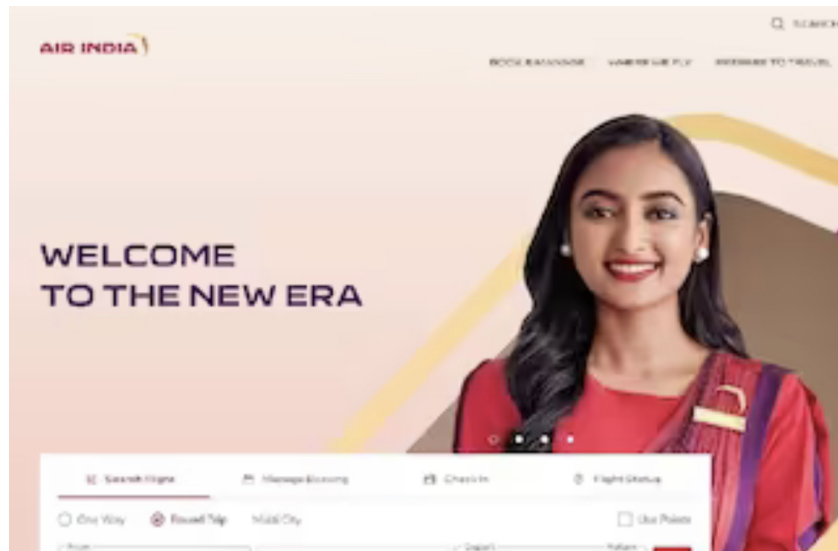


AIR INDIA LIMITED RETIRED EMPLOYEES ASSOCIATION

Air India Unveils New Global Brand Identity Across Digital Platforms and Airports

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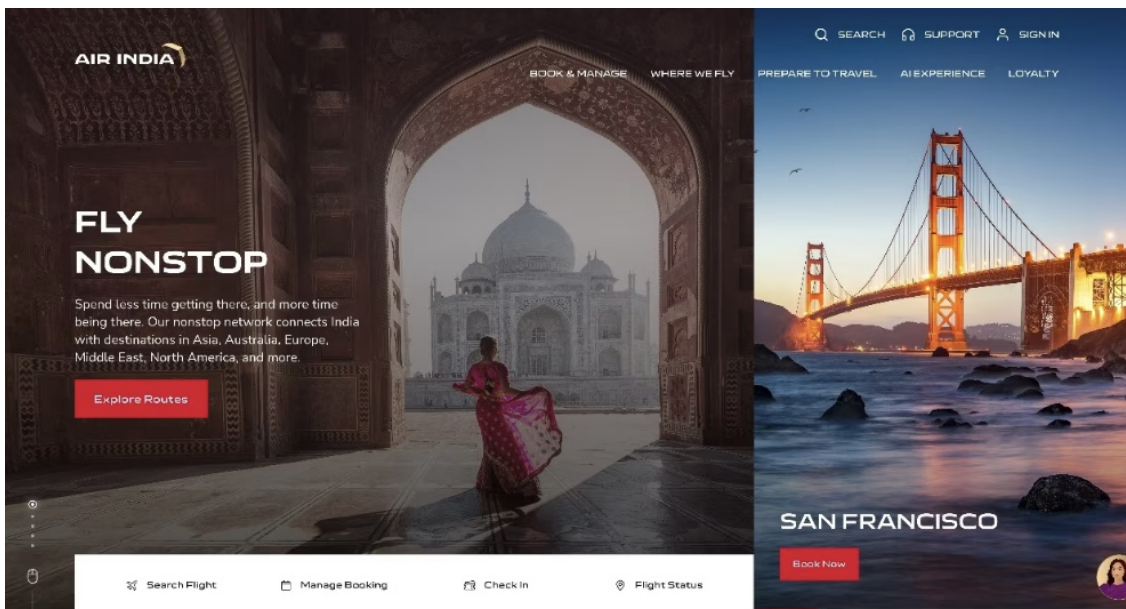
Air India undergoes a transformation with a new identity, spanning digital platforms, airports, and in-flight experiences for a world-class travel encounter.



Air India commenced the rollout of its freshly revealed global brand identity, marking a transformative milestone for the airline.

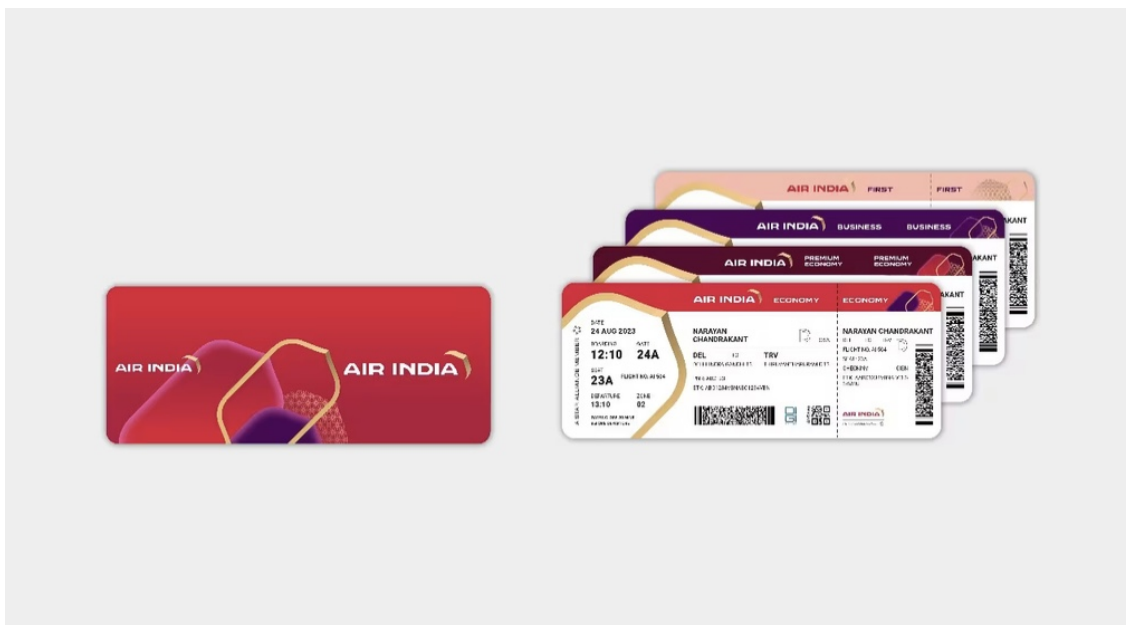
Unveiled in August 2023, the new identity revolves around the 'Vista,' Air India's logo icon symbolizing limitless possibilities and progressiveness.

The airline's revamped look incorporates vibrant brand colors such as Air India red, aubergine, rose gold, and accents of gold. Alongside these, custom iconography and a bespoke font, Air India Sans, contribute to the creation of a bold, modern, and world-class airline with an Indian heart.



Starting with a complete transition to the new look on digital platforms and a makeover at Delhi and Mumbai airports, Air India sets the stage for an immersive rebranding experience.

The airline’s website, airindia.com, and its revamped mobile app promise a more seamless and user-friendly interface, offering enhanced booking processes and faster performance. Crafted by teams in Kochi and Silicon Valley, these platforms exude the airline’s renewed brand identity.



The transformation further extends to social media, where Air India’s platforms now boast engaging content, aligning with the airline’s fresh brand image and creating an interactive space for passengers and travel enthusiasts.

Passengers at Delhi and Mumbai airports will witness the brand’s evolution firsthand, with the new identity manifesting across check-in counters, boarding gates, lounges, and boarding cards. The airline plans to extend this visual

transformation to other airports across its global network in the coming weeks.

Campbell Wilson, Chief Executive Officer & Managing Director of Air India, added, “This is a transformation of great scale, and therefore, it may take us a while to achieve consistency in our product, service, and the overall ‘new Air India experience’. We will continue to seek the support of our guests as we modernise Air India and make it a world-class airline that India deserves.”



The in-flight experience will soon witness the new brand identity on the Airbus A350 fleet and subsequently on other incoming aircraft. The phased rollout aligns with the imminent induction of the Airbus A350 fleet and a comprehensive refurbishment project for Air India’s existing widebody aircraft. Moreover, Air India’s commitment to enhancing passenger experience extends beyond aesthetics. The airline recently placed record-setting orders for 470 aircraft, including the much-anticipated Airbus A350. A USD 400 million project for refurbishing 43 legacy widebody aircraft is set to begin in mid-2024, promising brand-new seats, upgraded entertainment systems, and inflight Wi-Fi connectivity.

Besides this, the airline also collaborated with renowned designer Manish Malhotra for new crew uniforms.

With a commitment to consistency and modernization, Air India aims to emerge as a world-class airline, ensuring that the ‘new Air India experience’ is nothing short of remarkable.

Veera Khambatta - 9820829843
Shanaz Gomes - 9820829971
Jitendra Sawjany - 9321424099
Shubhada Mundul - 9833241028
Dilshad Gogia - 9702958128
Anand Bajpai - 9833515543
Kashmira Sepoy - 9930059678
Meher Shastri - 8080082666
Girish Vyas - 9757123424

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