

Air India to go for re-branding

- A Monitor Desk Report

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New Delhi: Tata Group-owned Air India is likely to change its livery colours, which is likely to be revealed at an event on August 10. The current logo of Air India, in use since 2014, shows a red swan with the orange Konark Chakra image on it. It is also displayed on the tail of Air India's aircraft.

The livery is the set of symbols, insignia, colours and identifiers that are linked to the airline brand and aircraft are painted or vinyl-coated with.

Tata Sons had acquired a 100 per cent stake in loss-making Air India on January 27, 2022, through its fully owned subsidiary, Talace Private Limited. Later, it announced that Air India and Vistara will be merged into one entity, which is estimated to be completed by March 2024. Singapore Airlines will have a 25 per cent stake in the newly merged entity.

Apart from this, Air India Express and Air Asia India will also be merged to create a single low-cost carrier airline.

In December 2022, the Tata Group had hired London-based brand and design consultancy company Futurebrands to carry out the rebranding for Air India.

In April 2023, an internal communication from the Chief Executive Officer (CEO) Campbell Wilson stated that Air India will unveil a whole range of new services, such as a new color scheme, cabin interiors, crew uniforms, and insignia as part of a rebranding process.

The airline mascot -- The Maharajah -- was also listed in the rebranding plans. However, it was reported that a female mascot might get added to the lineup.

The 76-year-old Maharaja was designed in 1946. Umesh Rao, an artist with an advertising agency, along with Bobby Kooka, Air India's then commercial director, had created it, which became Air India's brand icon. It has since been closely associated with the airline's identity.

In June, Air India onboarded global marketing services company McCann Worldgroup India, led by adman Prasoon Joshi, for the company's creative mandate.

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Earlier, Tata Sons chairman N Chandrasekaran, had informed about the complete revamp of Air India.

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