

## **Air India unveils new logo and livery with bold new network**

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New Delhi: Air India on August 10 unveiled a new brand identity and new aircraft livery as the airline plans to transform its fleet with a historic purchase of 470 new aircraft in a multi-billion-dollar deal.

The Tata-group-owned airline said the new logo, 'The Vista', "captures the essence of bold new India, which marks a milestone in its Vihaan.AI transformation."

'The Vista' is inspired by the peak of the gold window frame, which the airline said, "signifies limitless possibilities, progressiveness and the airline's bold new outlook."

Travellers will see the new logo by the end of December this year, when Air India's first Airbus A350 enters the aircraft fleet.

The livery and design features a palette of deep red, aubergine and gold

highlights, as well as a chakra-inspired pattern.

"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," Air India CEO Campbell Wilson said.

"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," Mr Wilson said. The iconic 'Maharaja' of Air India, which has been central to Air India's identity will live on but with added colour to its look, he added.

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"Air India is not just a business for us, it's a passion, a national mission," Tata Sons Chairman N Chandrasekaran said.

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