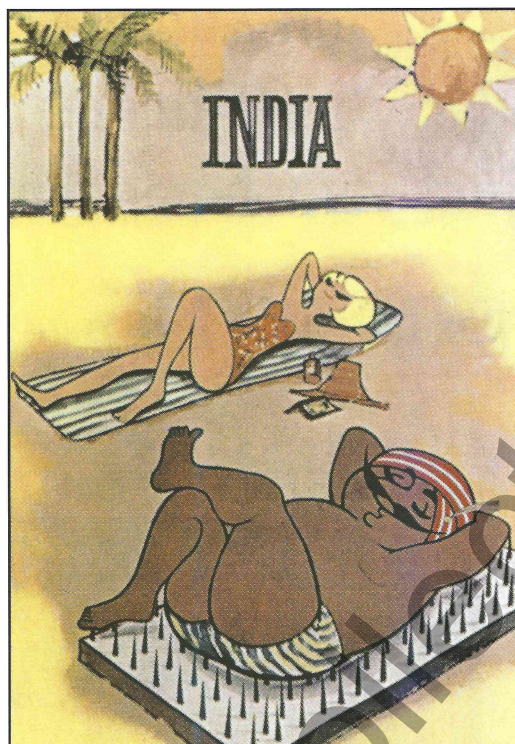
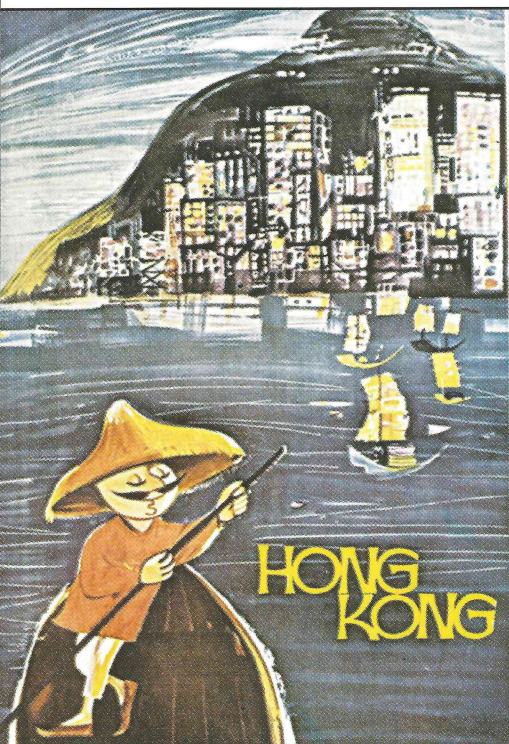


When the irrepressible Maharajah was created, way back in 1946, icons like these were unheard of in the world of marketing or even aviation. The Maharajah came to be known as a man of many parts – witty, at times

naughty, provocative, irreverent. He soon became the much-loved and admired mascot of Air India, and helped to popularise the airline in the farthest corners of the globe.

Sixty years since he took the world by storm, the dapper Maharajah continues to amuse his (ergo, the airline's) fans with his witticisms, double entendre, and sotto voce comments about contemporary issues.

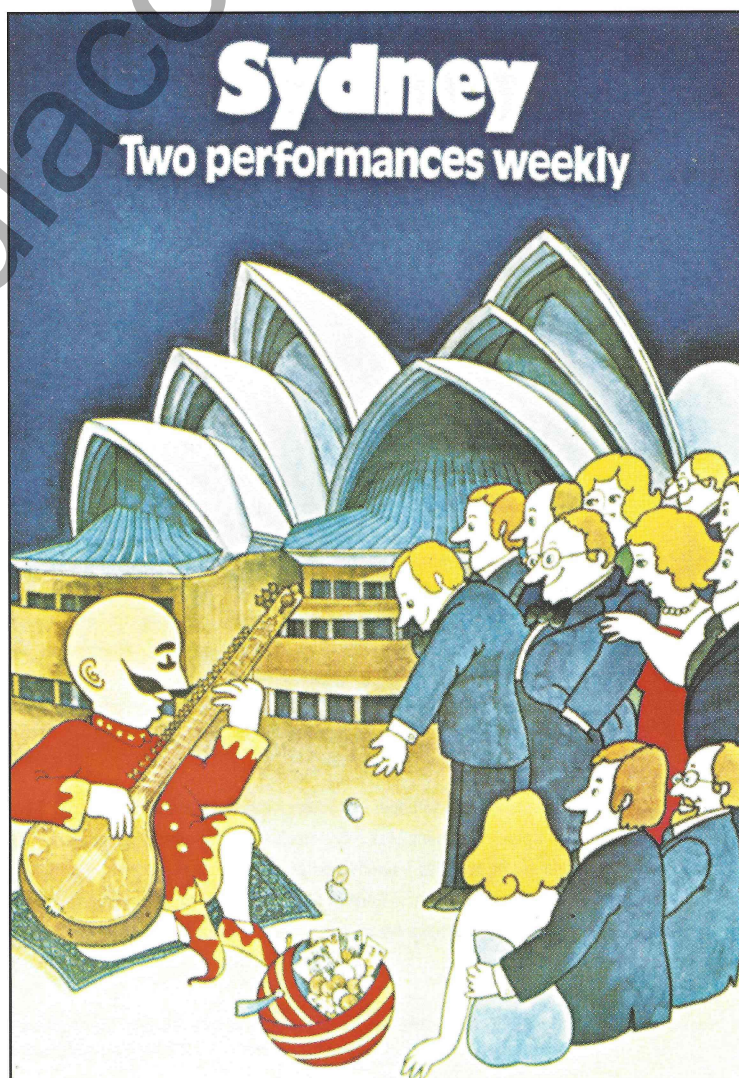


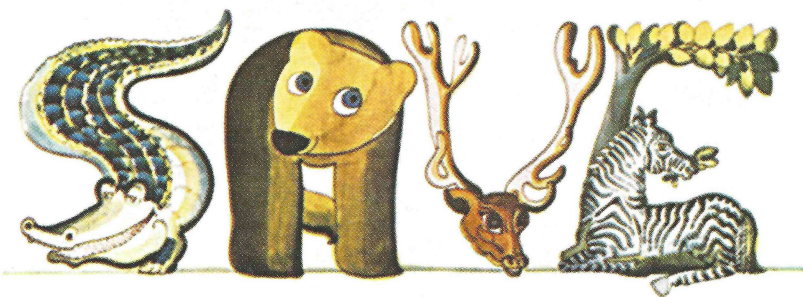


The Maharajah was conceived by S.K. (Bobby) Kooka in 1946, then commercial director of Air India, and designed by Umesh Rao, then an artist with J. Walter Thompson in Bombay. As Jal Cowasji, the former commercial manager, publicity, Air India, said in 1973, the Maharajah "soon became the star performer he was destined to be, and today – the image of an entire airline is built around him."

Of course, even as he made his fans laugh with his one-liners and often sarcastic comments, the Maharajah negotiated a swamp of controversies in different parts of the world, with sensitive politicians, touchy bureaucrats, and fussy diplomats seeking an apology for perceived affronts!

Gentleman that he was, however, the Maharajah took it all in his stride, and continued to flirt with delicate and not-so-delicate matters. Above all, the Maharajah was – like

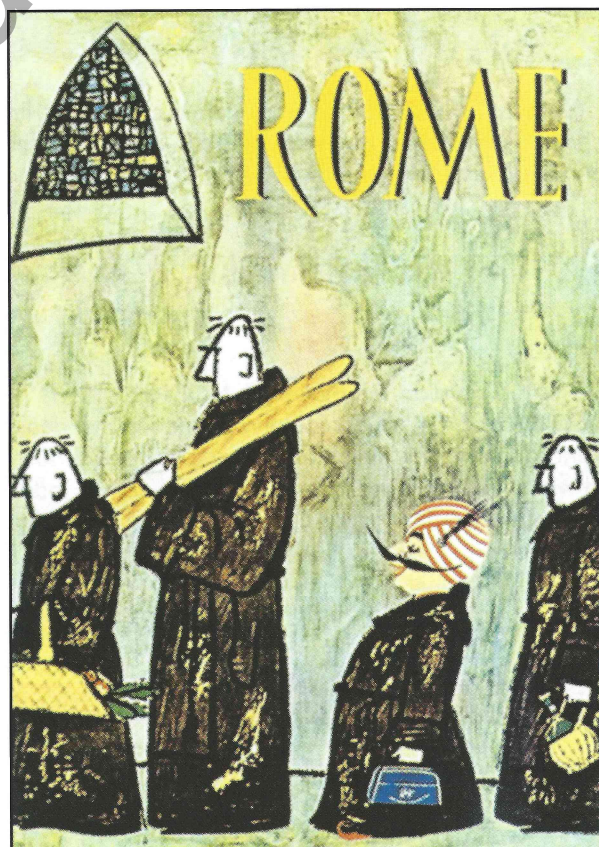




the airline – India's roving ambassador, exuding the warmth of traditional Indian hospitality, exemplifying the country's rich cultural heritage, and spreading joy wherever he went.

The versatile Maharajah is well travelled, with his endearing face seen on posters, billboards and hoardings in all the leading international cities, courting controversies, dallying with damsels, and serenading strangers on distant shores.

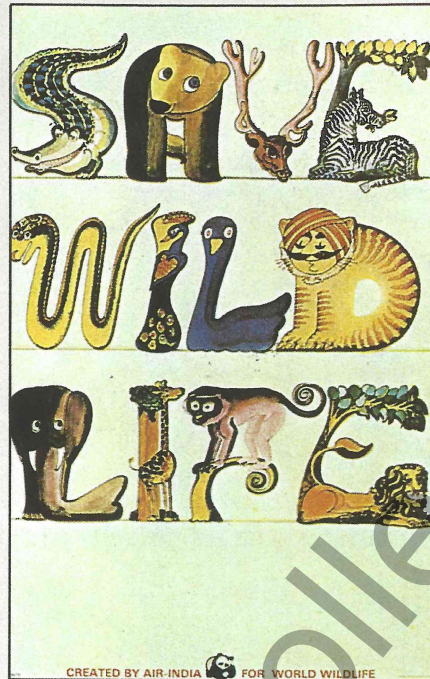
The Maharajah continues to charm his growing army of fans, as he bounces around with boundless energy. He sells 'the American Dream,' to Indian students heading to the US of A; he urges foreign businessmen to take "a good look at the wonders of India"; or he



Your Bread and Butter

This being the International year for Tourism, we prepared a poster with the caption, *Honour the tourist, be's your bread and Butter*. Realising what England, France, Italy and Japan earned out of tourism, we thought we should bring home to our Government and public, the financial benefits from the rubber-neck. Appreciative messages poured in, telling us that, whilst the tourist might be *our* bread and butter he was certainly not India's. We were also notified that our Prime Minister took a poor view of this poster..."

Herein lies the basic appeal of the Maharajah. Truly, if there is an International Citizen, it is him.



SIXTY YEARS FLY QUICKLY BY AS THE MAHARAJAH JOINS BAHRAIN IN CELEBRATION

The Air India story began with one tiny Puss Moth aircraft back in October 1932.

Sixty years later the Air India Maharajah has a whole fleet of palaces in the sky, having flown millions and millions of miles across five continents and serving more than forty destinations.

Today Air India proudly celebrates this auspicious occasion and looks forward to even greater achievements in the future.



In May 1932 Bahrain opened its doors to the island's first commercial flight.

Since then the world's leading airlines have selected Bahrain as their Middle East destination of choice, it being strategically the hub of the region.

We too are proud of our sixty years experience and service to the aviation industry and, keeping pace with the future, will continue to serve as gateway to the Gulf.





THE MAHARAJAH



a man of many parts

Air India's witty, dapper ambassador and king of
repartee has the *mot juste* for every situation