

THE ROGUE'S GALLERY



Some 30 years ago,
a lovable little thing happened to Air-India: the Maharajah.
At the time, nobody anticipated that this seemingly-innocent creature
would grow into the most colourful and popular impersonator of the century.
When Bobby Kooka first introduced his creation, the Maharajah, to me,
I felt an instant rapport between us. I noticed the Maharajah was a little shy
and that he didn't make enough public appearances.
But I also saw a great potential in him and began to feature him
in our forthcoming attractions, with top billings.
Soon, very soon, he became the star performer he was destined to be,
and today—the image of an entire airline is built around him.

They love him. They chuckle, frown,
giggle, roar, scream, smile at him and with him.
They hate him for his guts. And they admire him, for the same reason.
They write about his pranks. And against them.
But they always enjoy what he does. All of them. All over the world.

Never before, and never since has an airline crossed
the boundaries of aviation and touched so many hearts so warmly.
This collection of posters will attempt to tell you
the story of an airline and its protégé.

*The posters whisk you away to the days of Tata Air Lines,
Air-India International, to Air-India today.
They take you to faraway places.
With the Maharajah they explore the psyche of a city.
Often with a touch of humour, always via unforgettable ideas.*

*Many of these posters have won awards. At home and abroad.
Many have won acclaim. And many have won anger. The Moscow
poster (No. 127) has a splash of local colour but the Big Bear growled, loudly.
The Paris poster (No. 108) touched on the "inside" story but the French
were not amused. The Brussels poster (No. 141) caused a mild tremor in India
and was banished from sight. The London poster (No. 82) added further
gloom to the British tourist machinery in Australia. Venus da Milo (No. 81)
thanked the little man for unearthing the missing limb and allowed
him to take liberties. Leonardo da Vinci (No. 99) vowed never,
never again to touch a brush. And the Duke of Wellington (No. 101)
was ready to ride to war again when he discovered that
the Maharajah was preferred to him.*

*But inspite of all these catastrophes the love affairs continued.
The Maharajah kept up his style and splendour, his affection and humour,
his freedom. And the men who conspired with the Maharajah in his roguish*

*adventures were the artists at the Air-India Studio, Thompsons,
and other internationally known designers.*

*The Gallery will never be complete. The Maharajah will go on taking
liberties, he will impersonate and be sentenced to a life-term—of love.
Through the years, the people have discovered that there are many works
of art, but there is only one masterpiece: the Maharajah alias the Rogue.*

Jal Cowasji

*Commercial Manager—Publicity
AIR-INDIA*

March 73

1946-47



THE MAHARAJAH ALIAS THE ROGUE

Conceived by Bobby Kooka

Delivered by Umesh Rao

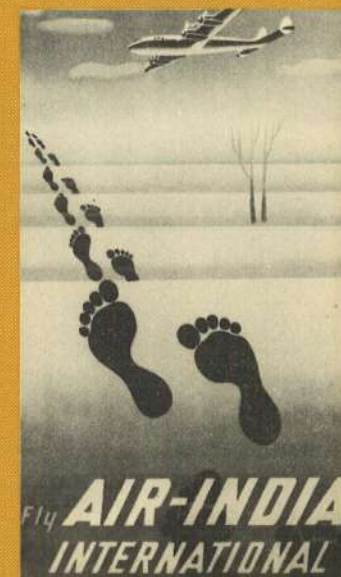
Raised by Jal Cowasji

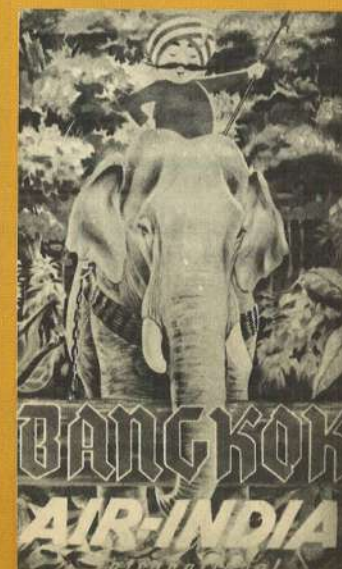
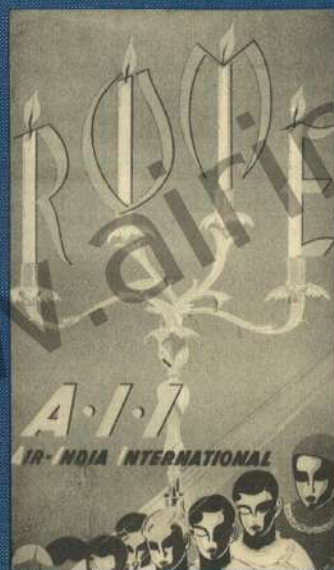
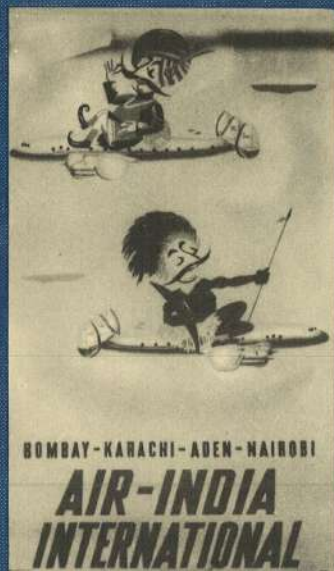
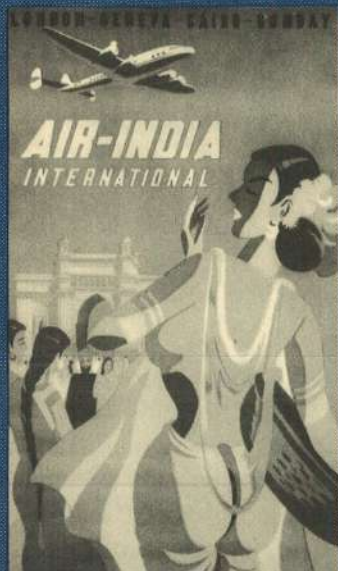
Adopted by the World.

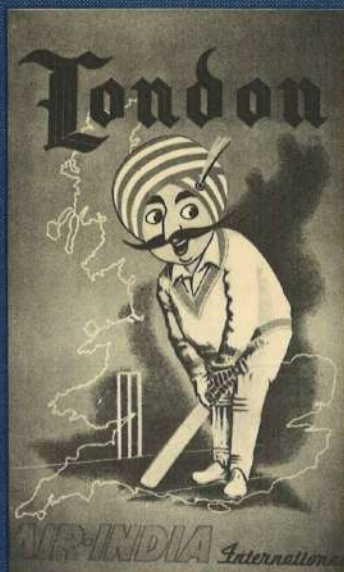




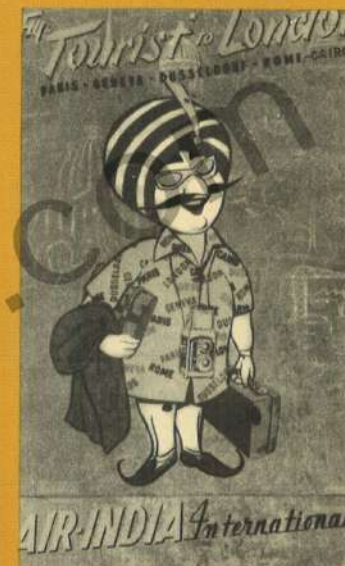
1948-52



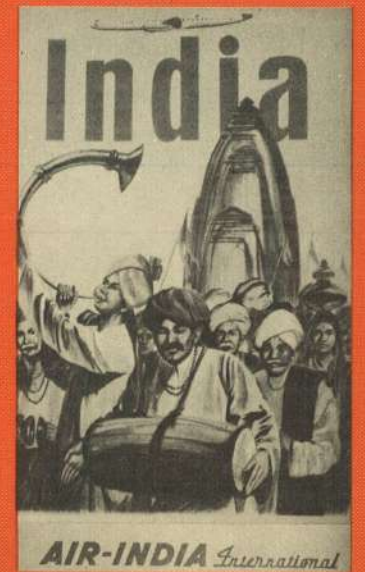
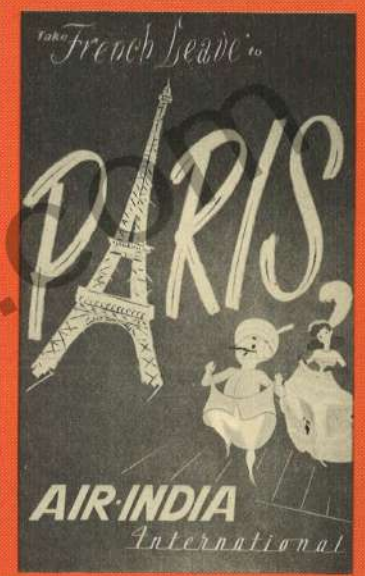
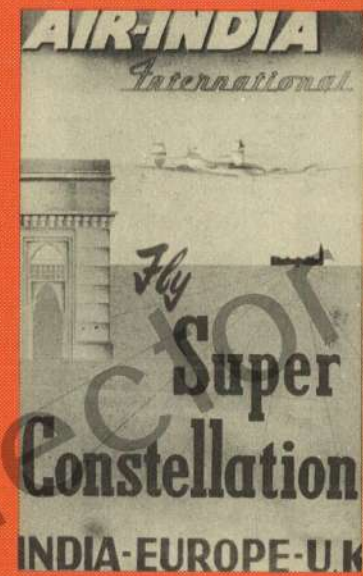
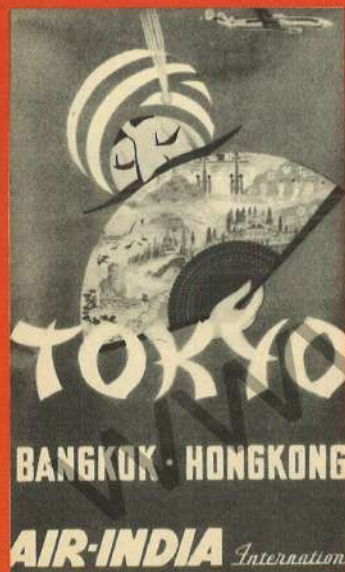




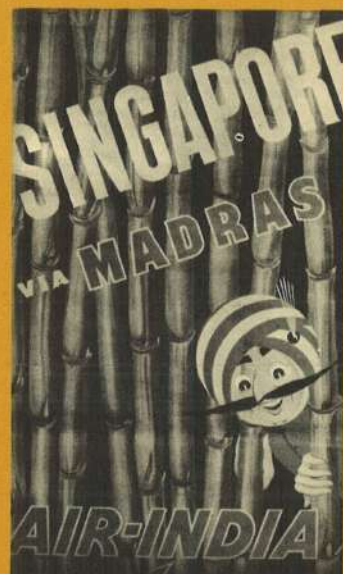
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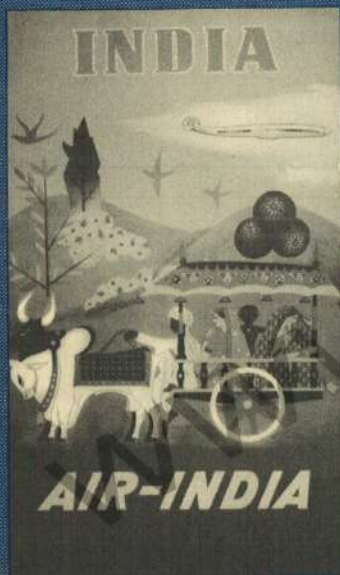


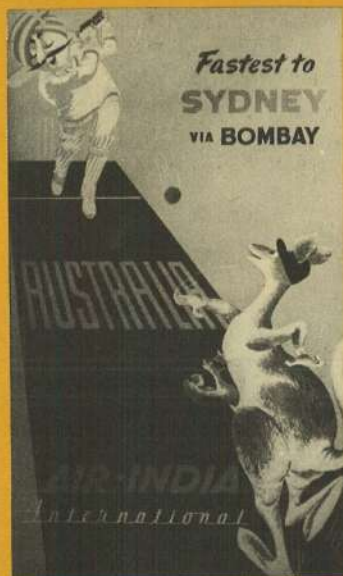
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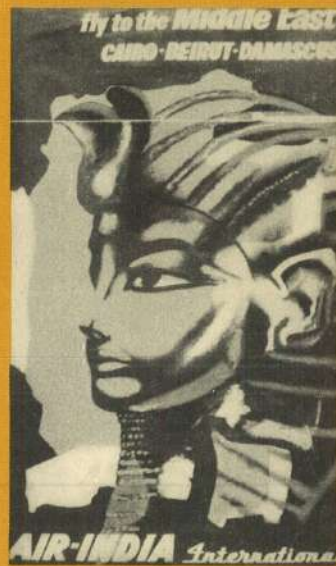


1953-58





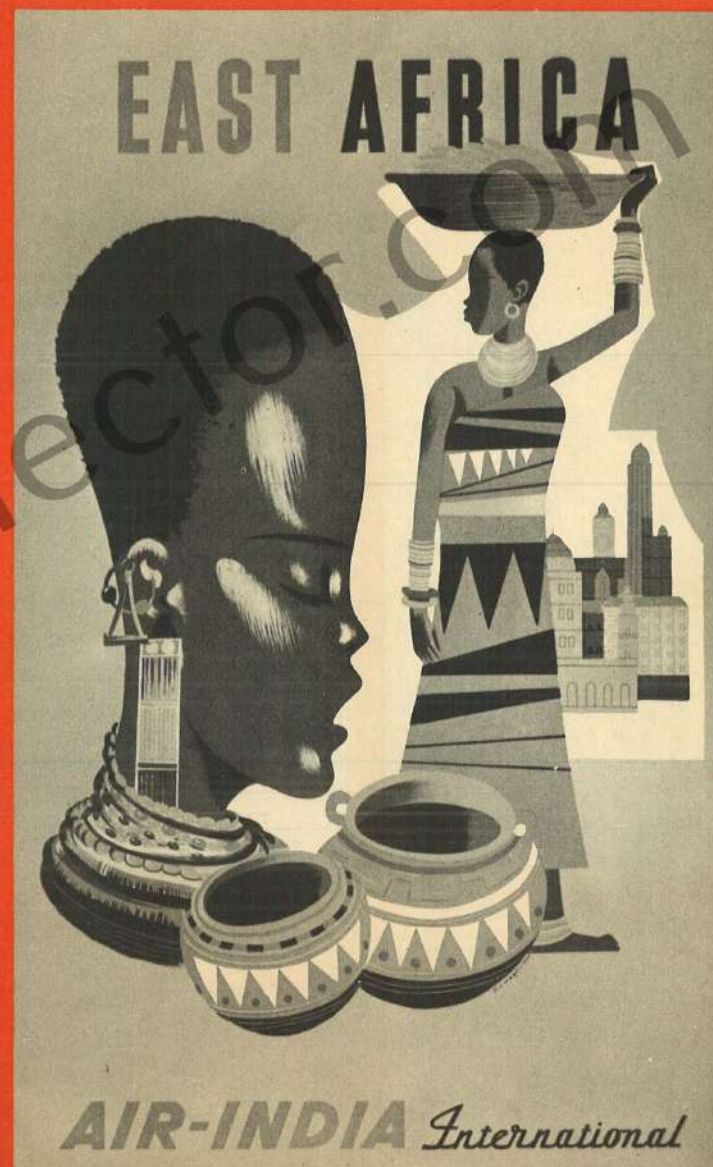




38 40
39 41

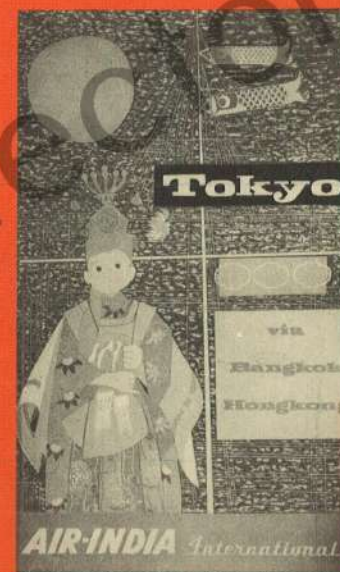


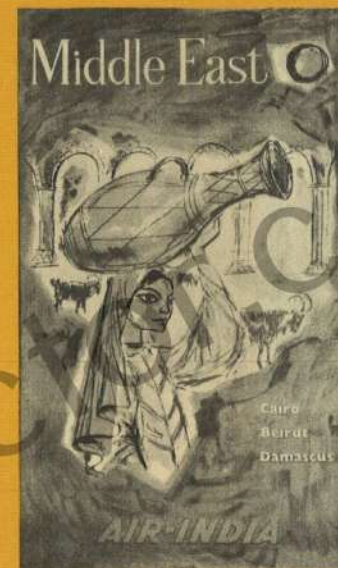
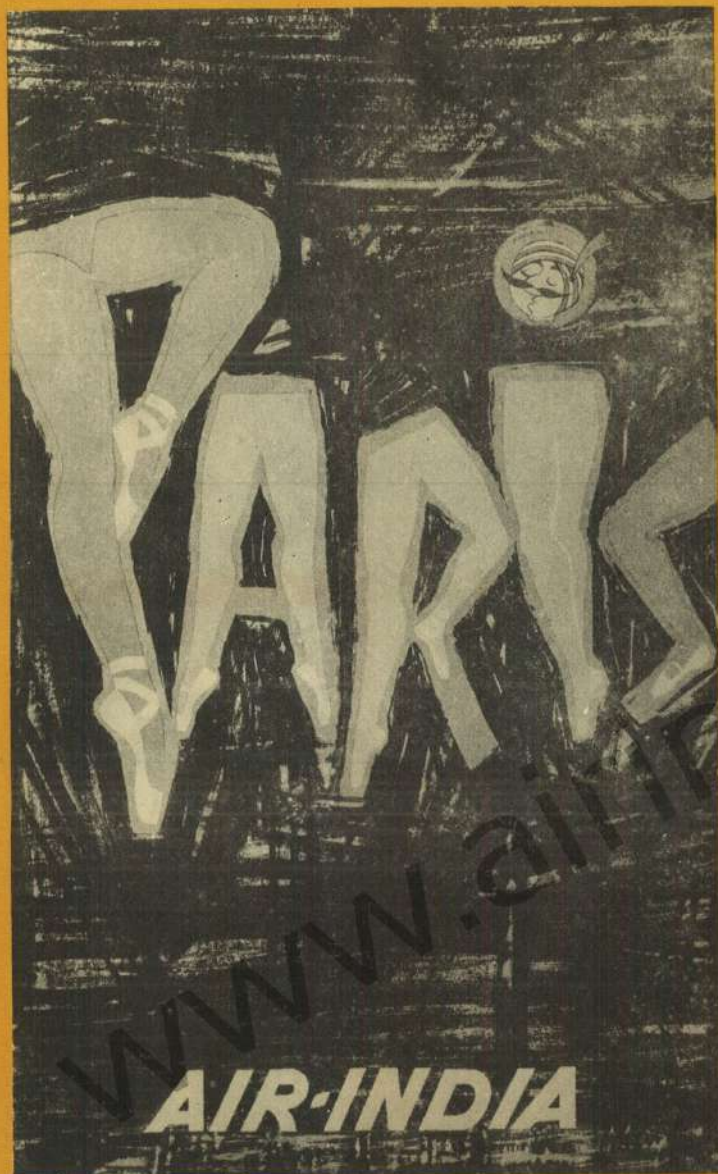
42 44
43 45



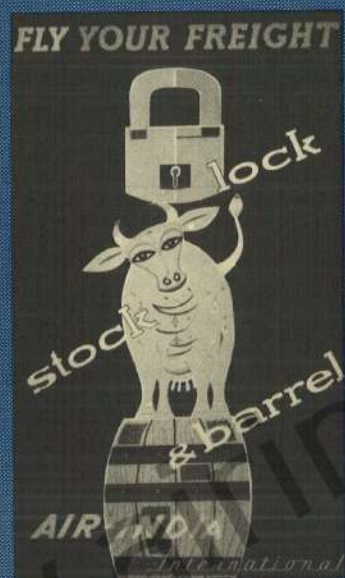


1959









1960



*Your Travel Agent thinks
of everything
for you!*

CONSULT YOUR
AIR-INDIA
TRAVEL AGENT

ROME

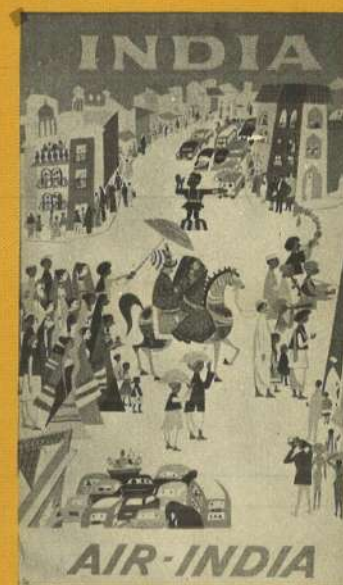
AIR-INDIA
BOEING 707

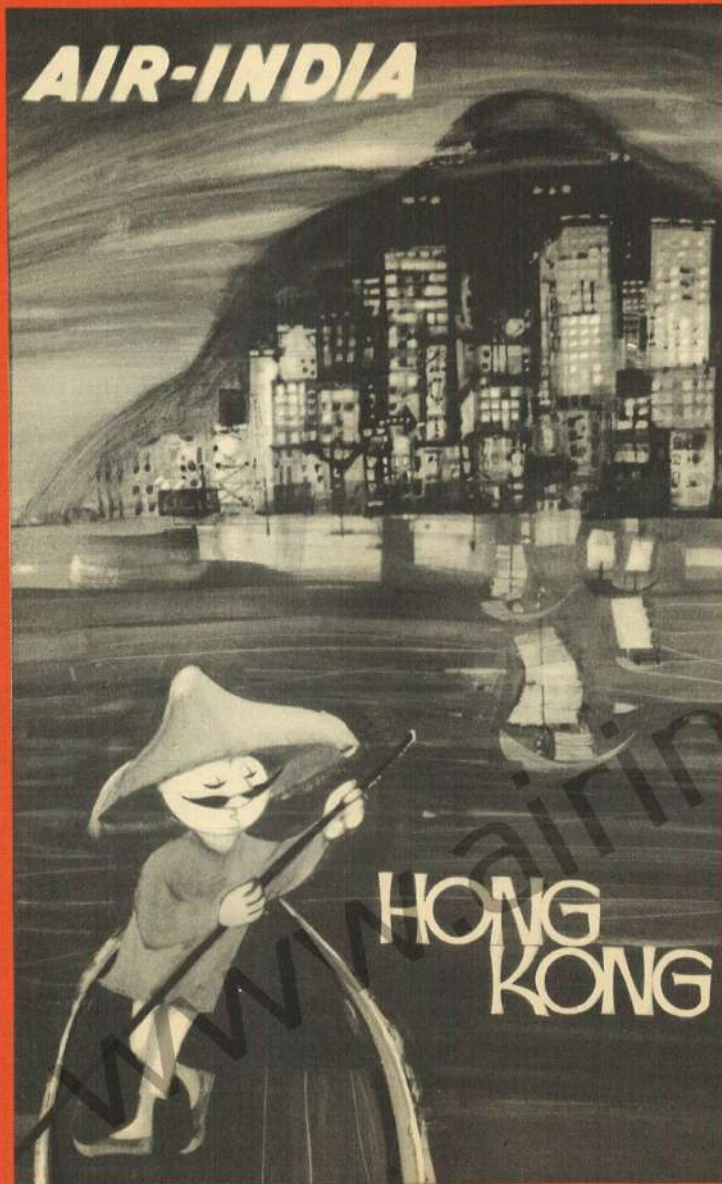
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AIR-INDIA



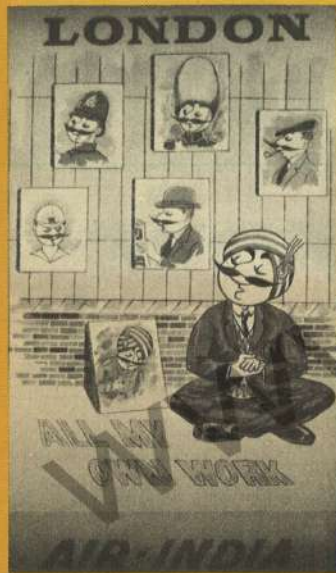
1961



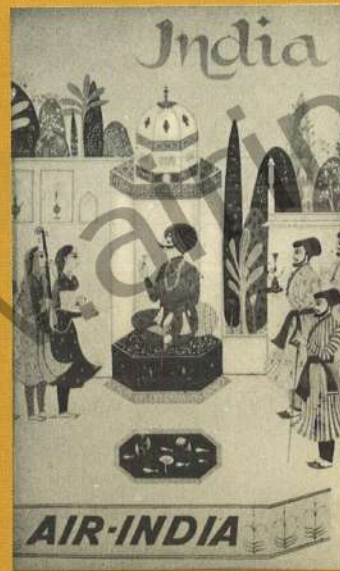








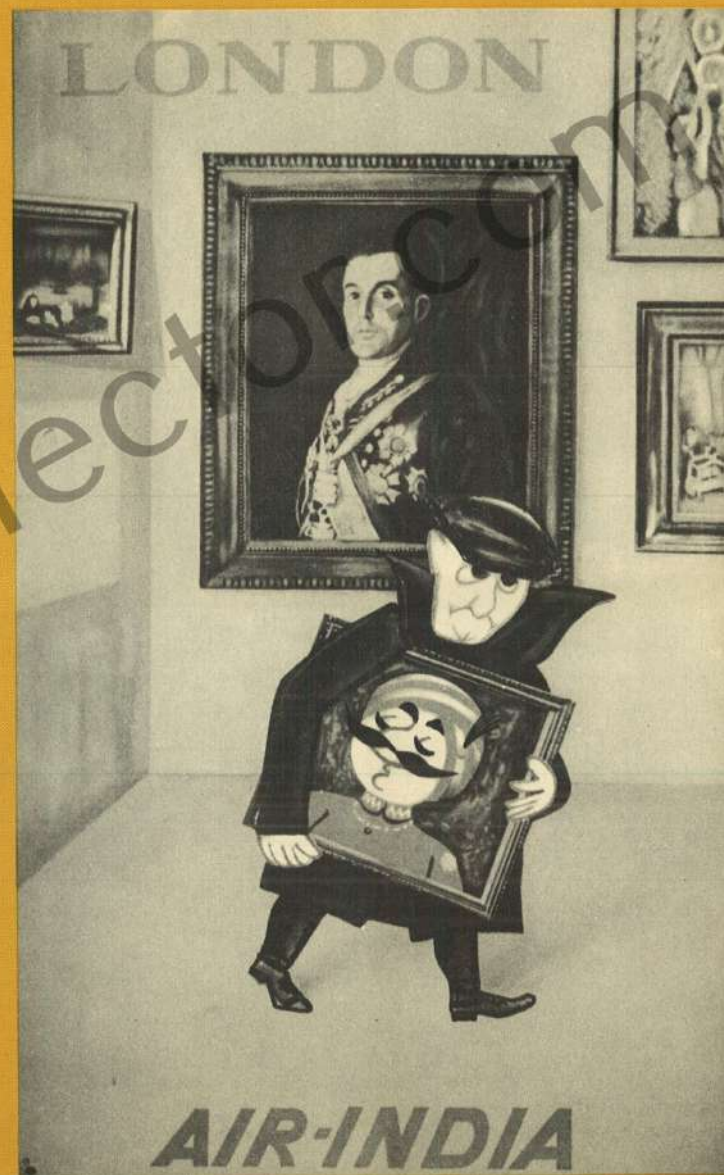
1962

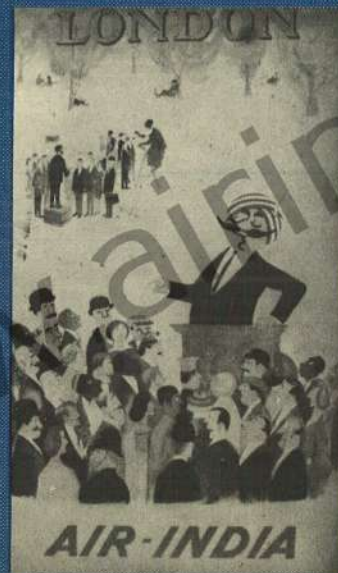




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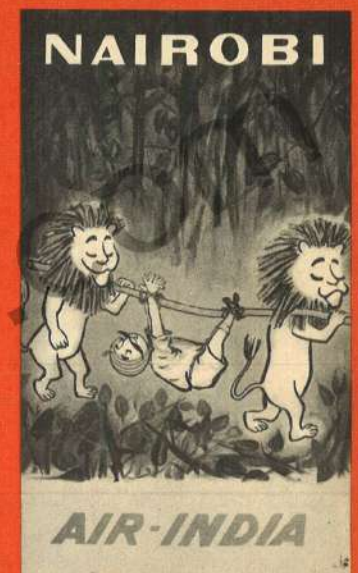
101





102
103 104

1963

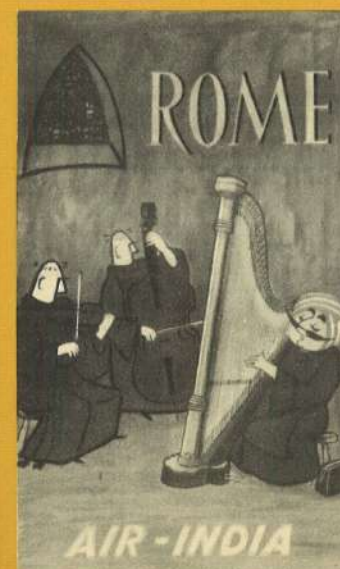


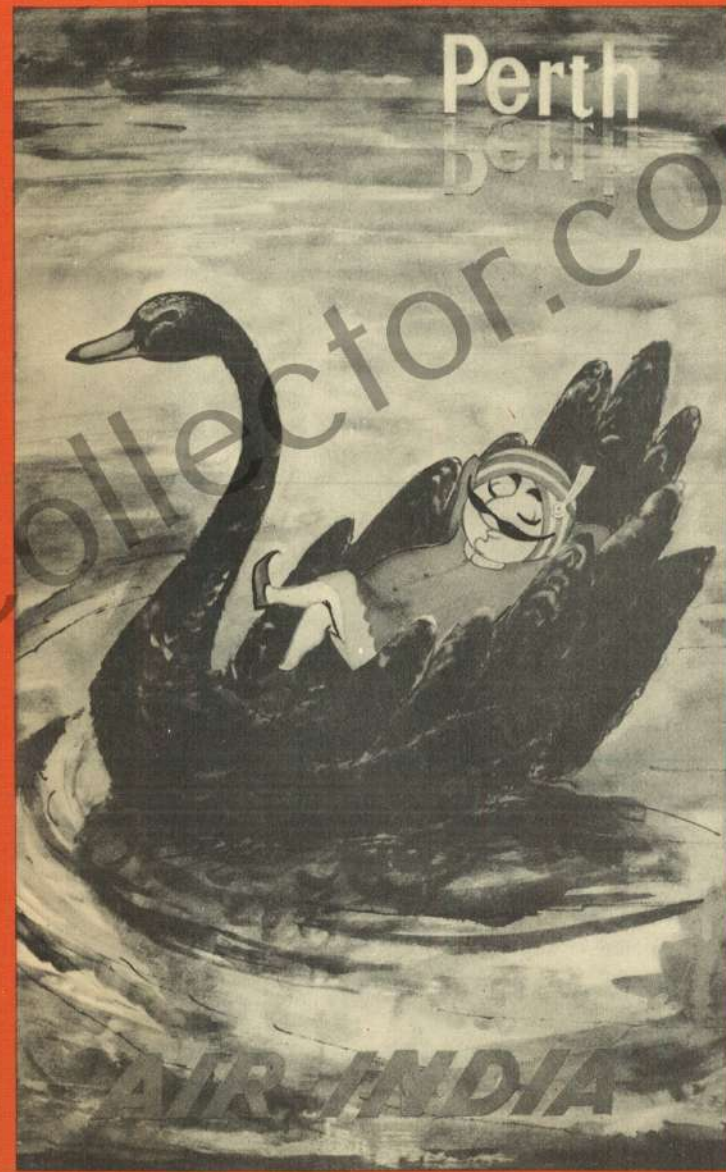
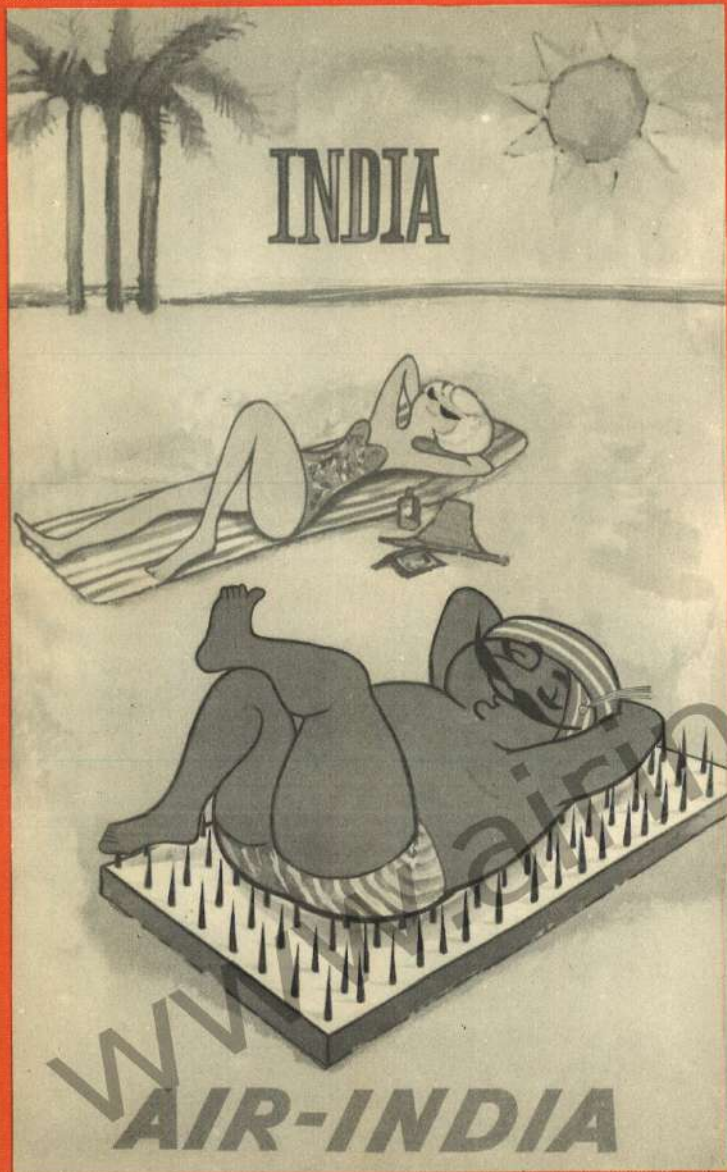
106
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1964







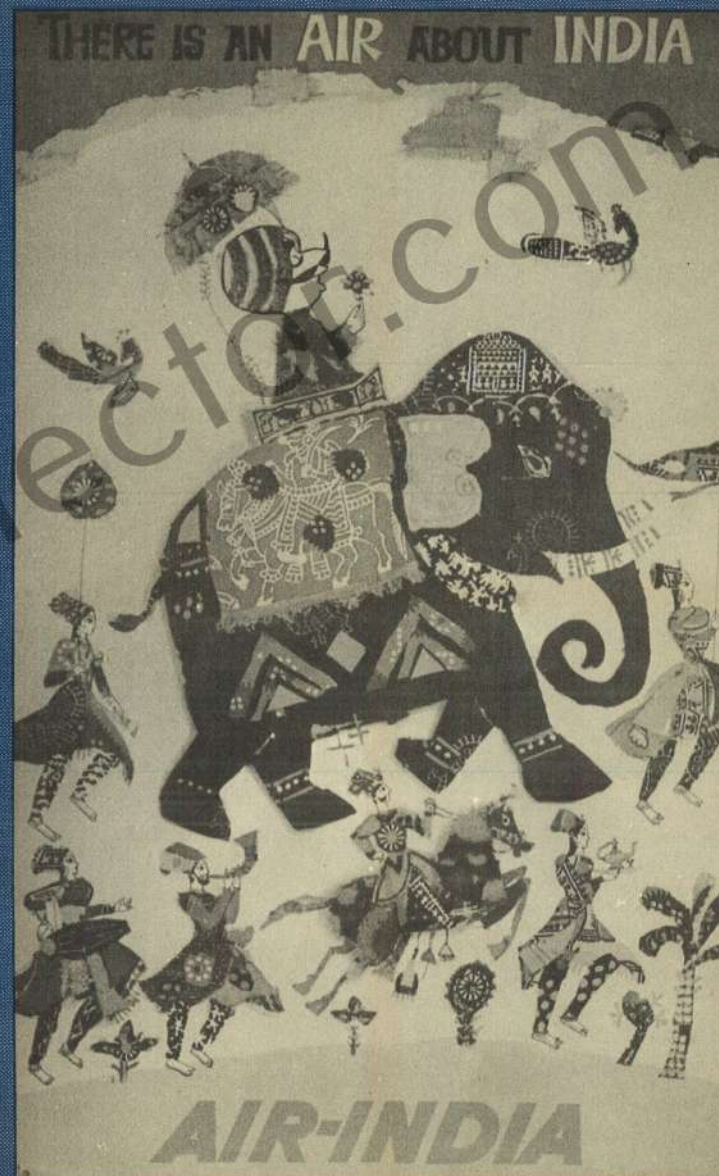
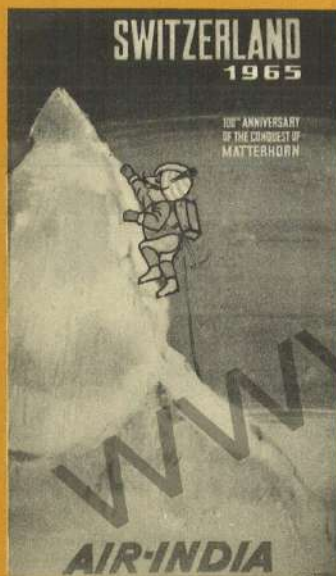
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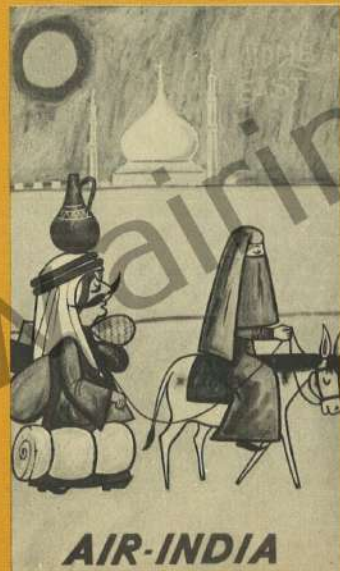
1965



115 | 116

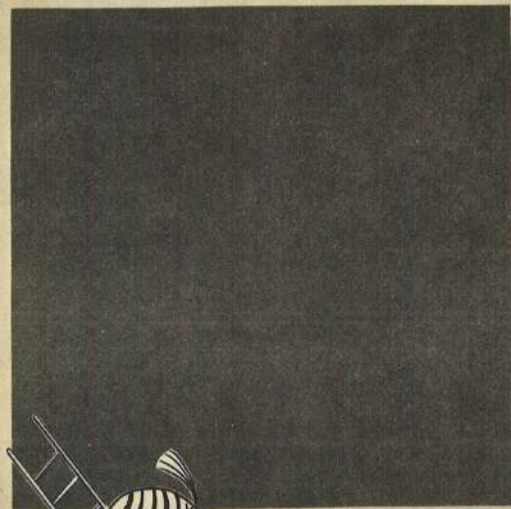






1966





RED SQUARE - MOSCOW

AIR-INDIA

127



AIR-INDIA

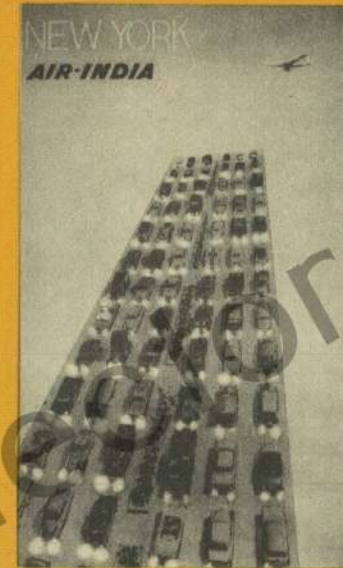
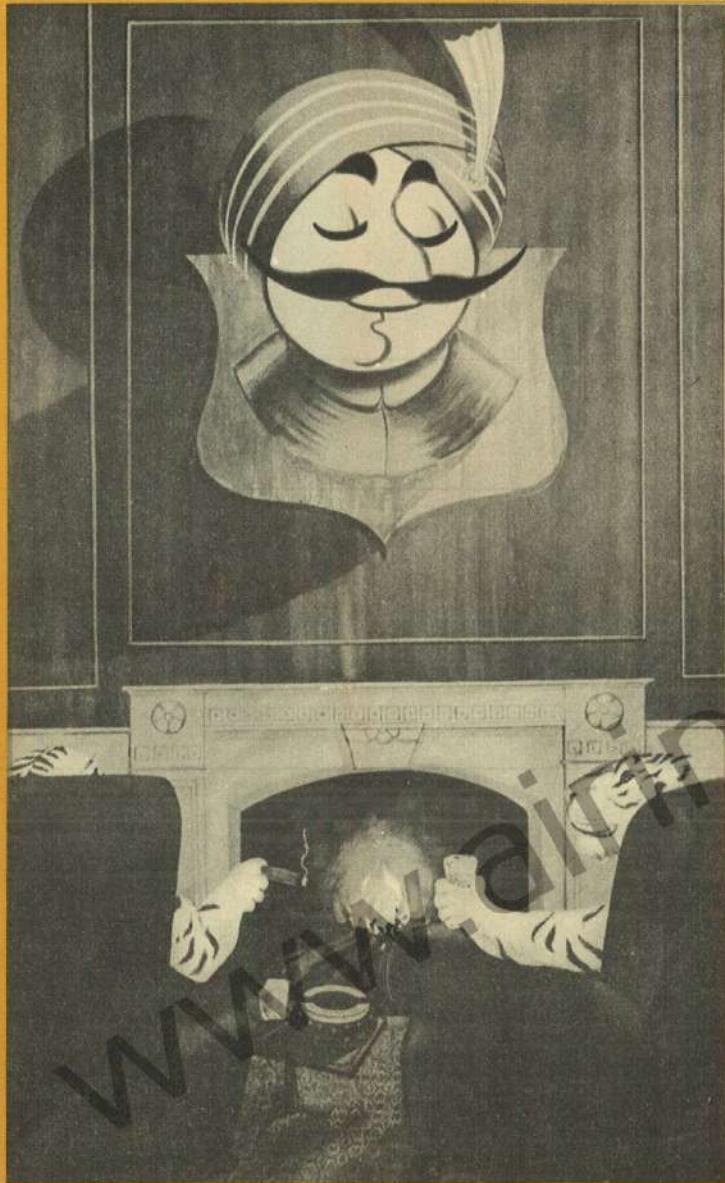
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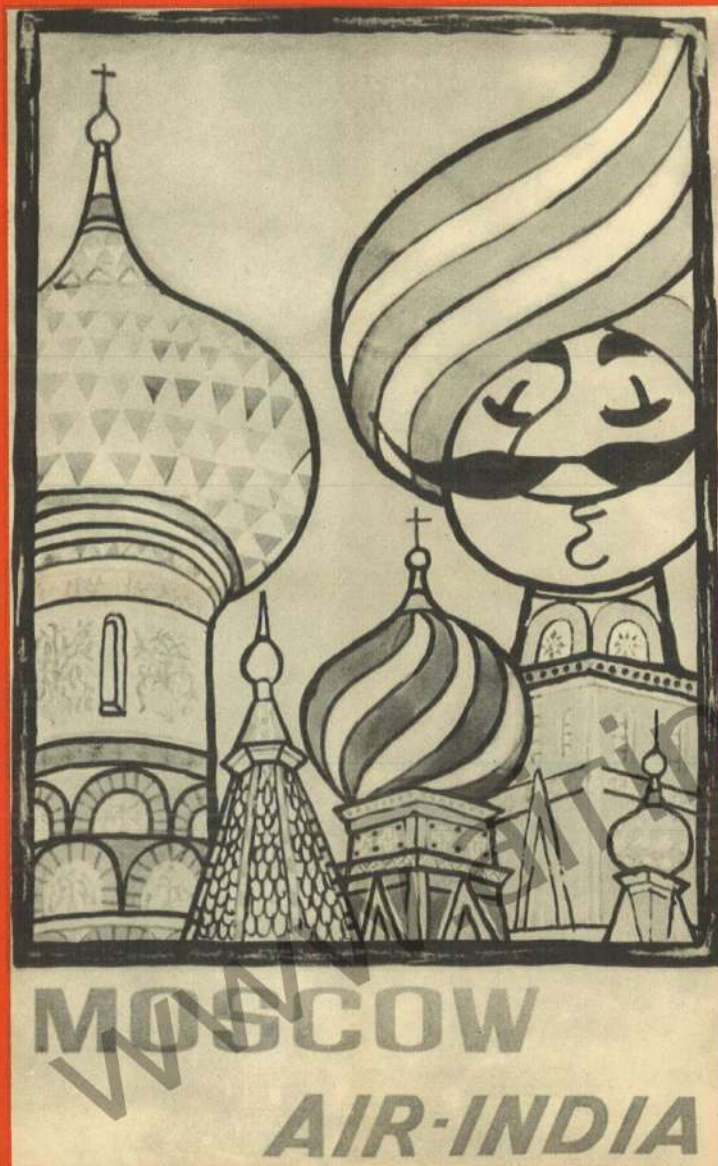


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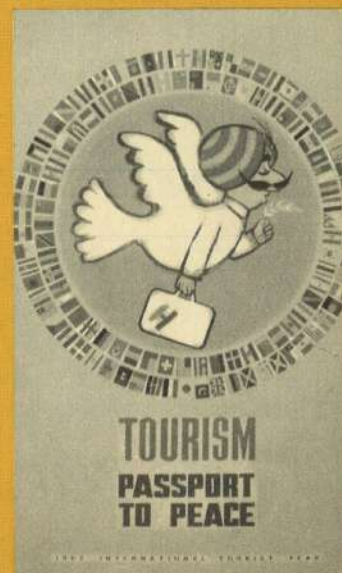
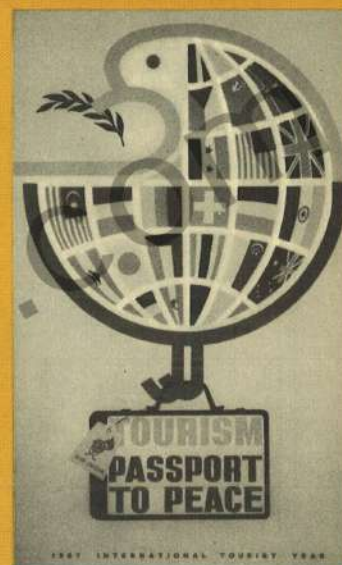
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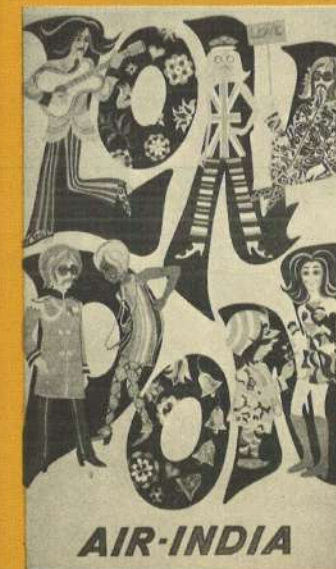
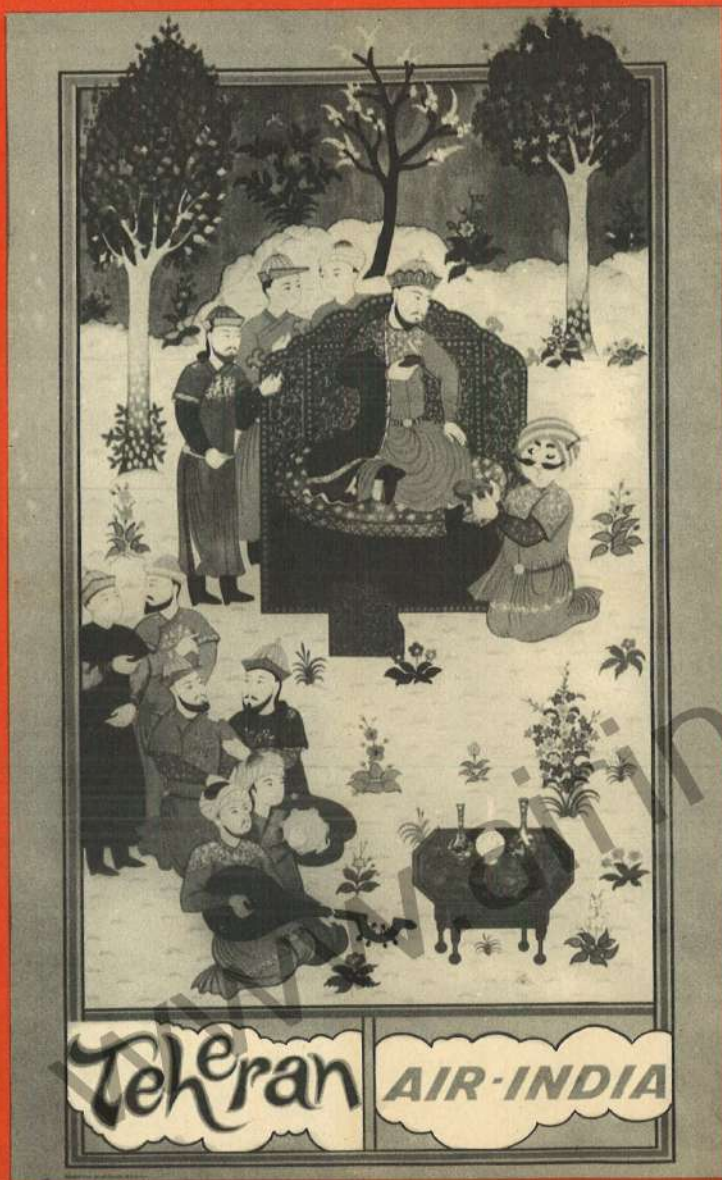


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1967





1968



149
150 151



152
153 154



1969



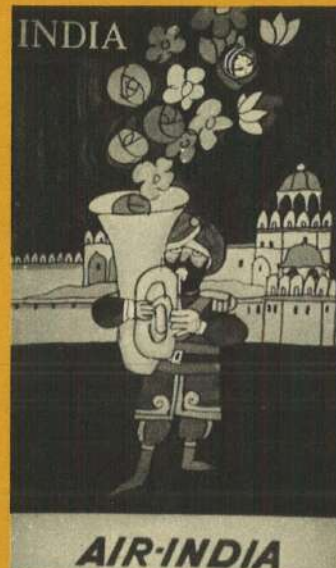
**TAKE ROUTE
WITH
AIR INDIA**



**BEAT-ROUTE
'AIR-INDIA'**



**EXOTIC FROUTE
OF AIR-INDIA**



BAHRAIN - DUBAI - KUWAIT



AIR-INDIA

HONG KONG



AIR-INDIA

INDIA



AIR-INDIA

PARIS



AIR-INDIA

NAIROBI



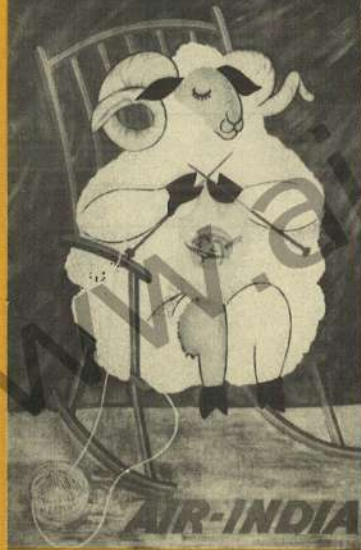
AIR-INDIA

TEHERAN



AIR-INDIA

AUSTRALIA



AIR-INDIA

ROME



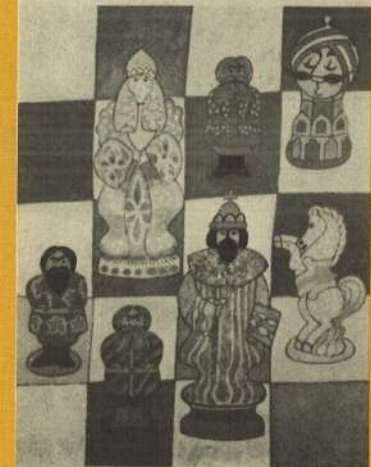
AIR-INDIA

GENEVA



AIR-INDIA

MOSCOW

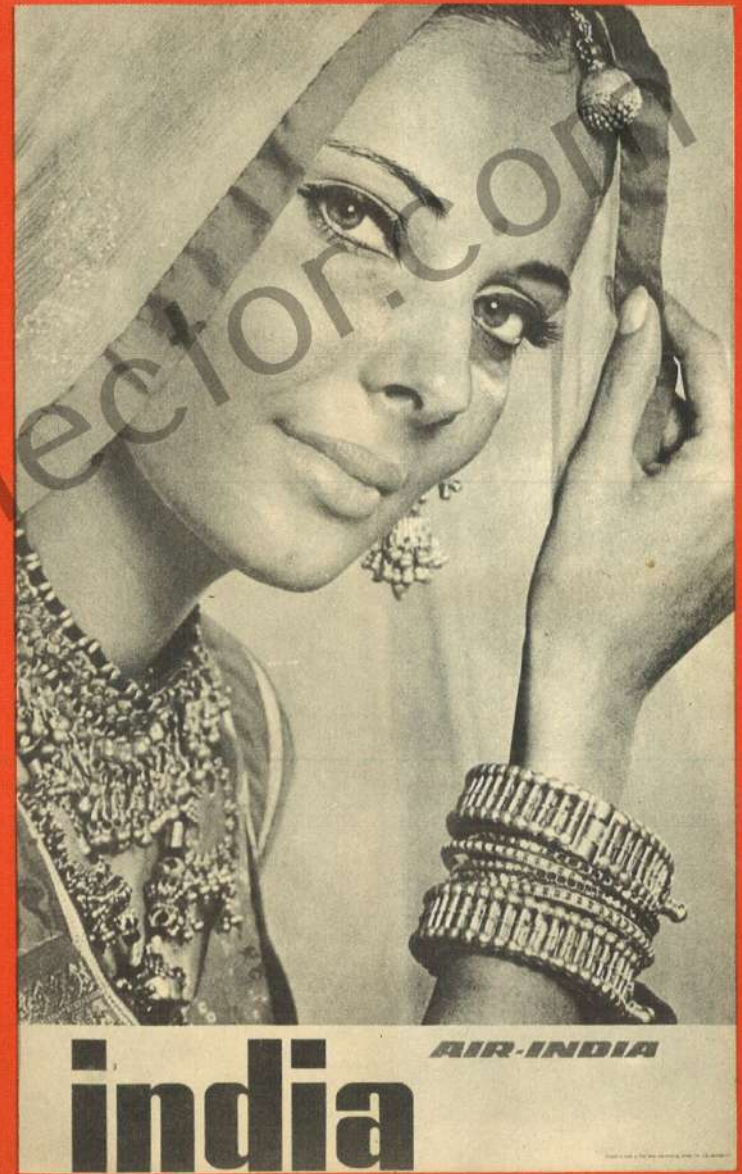


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1970



173
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175

1971



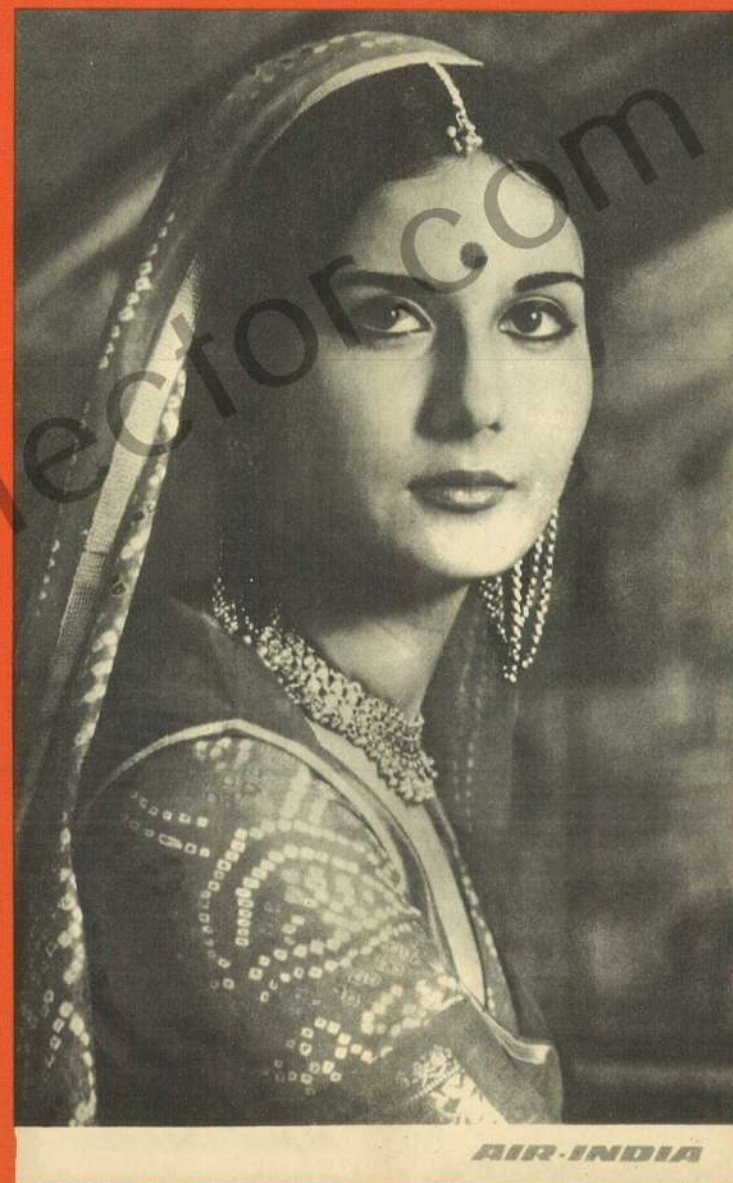


179
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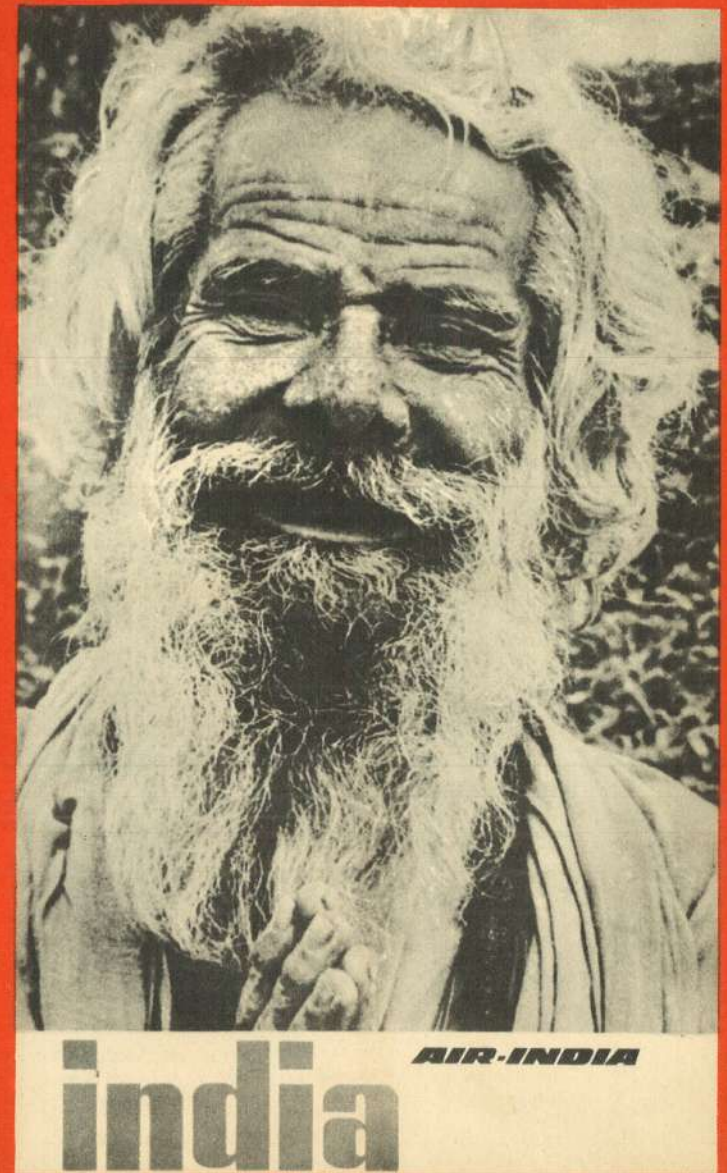
1972





187 189
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AWARD WINNERS

28 FIRST PRIZE
National Awards
India, 1957

34 SECOND PRIZE
National Awards
India, 1958

49 FIRST PRIZE
CAG Annual Exhibition
Bombay, 1957

59 FIRST PRIZE
CAG Annual Exhibition
Bombay, 1959

64 FIRST PRIZE
ASTA Intl. Poster Contest
U.S.A., 1959

72 FIRST PRIZE
Intl. Poster Contest
W. Germany, 1962

82 FIRST PRIZE
National Awards
India, 1961

FIRST PRIZE
Intl. Tourist Poster Contest
India, 1962

MERIT AWARD
Indian Institute of
Art in Industry
India, 1963

83 FIRST PRIZE
CAG Annual Exhibition
India, 1962

99 FIRST PRIZE
ASTA Intl. Poster Contest
U.S.A., 1962

100 MERIT AWARD
Indian Institute of Art in Industry
India, 1963

108 FIRST PRIZE
National Awards
India, 1962

FIRST PRIZE
ASTA Intl. Poster Contest
U.S.A., 1964

110 SECOND PRIZE
National Awards
India, 1964

116 FIRST PRIZE
National Awards
India, 1965

127 FIRST PRIZE
CAG Annual Exhibition
India, 1967

139 FIRST PRIZE
National Awards
India, 1966

145 FIRST PRIZE
Indian Institute of
Art in Industry
India, 1968

151 CERTIFICATE OF MERIT
CAG Annual Exhibition
India, 1969

154 CERTIFICATE OF MERIT
National Awards
India, 1971

157 CERTIFICATE OF MERIT
PATA Poster Contest
Manila, 1971

174 SECOND PRIZE
National Awards
India, 1972

175 VEETO TROPHY
CAG Annual Exhibition
India, 1971

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Photographer
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 GAZDAR 186.
 WEINBERGER 191.



AIR-INDIA

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