



AIR-INDIA — IN THE FOREFRONT OF INTERNATIONAL AVIATION

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commitment to stay in the
forefront of international
aviation with the first of the
four Boeing 747-400s joining
its fleet this month.*



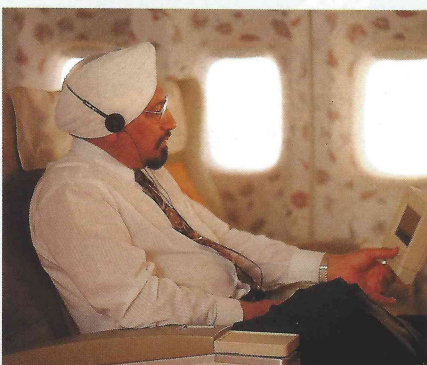
September marks another milestone in Indian aviation history as the first of the four 747-400s ordered by Air-India joins its fleet, reaffirming Air-India's commitment to stay in the forefront of international aviation. With the induction of the new 747-400 Boeings, Air-India takes a quantum jump as far as the aircraft is concerned. Simultaneously, in response to the current customer challenge it has utilised this opportunity to upgrade services right across the line.

The very first 747-400 has been christened Konark after the famous Sun temple in Puri, the capital of Orissa that runs parallel to the coastline of the Bay of Bengal. The structure of the Konark temple, dedicated to Surya, the Sun God, represents the 24-wheeled chariot of Surya, the Sun God's mode of transport.

Unique Features

An order for four 747-400s, Boeing's latest aircraft that incorporates evolving technology into the world's most modern and fuel efficient airliner in commercial operation, was placed on August 14, 1991. The 747-400 from the Boeing stable is equipped with state-of-the-art technology that enhances flying safety, reliability and comfort. One of the unique features of this jetliner is its shape, including wing extension and winglets, that improve aerodynamic efficiency. The flight deck of the 747-400 has digital avionics, programmable displays and task simplification which reduce the work-load of the crew. It can fly 8,200 miles, that is, one-third round the world, nonstop.

Air-India's choice of the 747-400 was determined by the need to provide higher standards of comfort to its passengers, making the long haul flights a pleasure. The enhanced seat pitch and the additional leg room enables passengers to retract and recline the seat. New lighter materials have been used to create a feeling of spaciousness inside the aircraft. Overhead stowage volume has been dramatically increased, both at the side and centre bin locations.



Inflight Services

The new aircraft provides sky telephone facilities which enable you to call anyone at any place in the world. With as many as seven handsets available on board, Air-India neatly scores over all other airlines. First Class travellers have a personalised LCD TV monitor with a choice of six viewing channels, extra TV monitors supplement the main screening enabling 100 per cent viewing for all passengers. The Hi-8 video equipment improves quality, sharpness and colour resolution. A new air show facility tracks the flight of the aircraft pinpointing the exact location and altitude of the aircraft so that passengers are better informed. With this Air-India naturally gets the edge over other carriers as not many of them can boast of such facilities.

And in this day and age of gizmos, advanced technology is literally at your finger tips. At the press of a button on your hand rest you can regulate the illumination systems to give you better control over individual lighting; electronic headsets add a new dimension to the two compact disc channels that provide hi-fidelity audio entertainment.





Interior Design

Air-India's interior designing has always been acknowledged as highly individualistic. Colours and motifs are chosen keeping the Indian art tradition in mind. While the Boeing 707s in the sixties featured illustrations of Indian tourist attractions and modes of transport down the years, the interior of the Boeing 747s inducted in the early seventies, displayed themes ranging from the legends of Lord Krishna and adaptations of the famous Ajanta frescoes at Aurangabad in Maharashtra to an illustration of Indian villagers at work and at leisure.

For its 747-400 Air-India undertook a unique consumer-linked survey. In the first phase in January 1992, air travellers who patronise Air-India as also those who travel on foreign carriers were shown six different themes representing motifs drawn from India's rich cultural heritage but executed in a contemporary style. The objective was am-

bitious: to arrive at a graphic concept and interpretation which would blend the best of both worlds—sophisticated and contemporary and traditionally beautiful.

Based on the consumer response the themes were shortlisted from six to two. Design variations of the two themes in alternate colours were produced at the Air-India art studio. The final results were displayed at the Oberoi Hotel in May 1992 to gauge customer reaction. Some important luminaries were invited to view the exhibition and offer their comments. Based on this popular response the decor of the new aircraft was finalised. The design of the cabin walls are inspired by the 17th century Calico textiles from Machilipatnam, in Andhra Pradesh. The side panels, galley partitions, upholstery, upper deck feature panels, murals on video screens, tableware et al share the same floral Kalamkari design patterns. The dominating colour is earthy red and green taken from authentic Calico prints.





Time to Destination	0:54
Ground Speed	575 mph
Distance to Destination	519 miles
Altitude	49000 feet
Outside Air Temperature	-67 °F



Cuisine

What also captures the imagination is the delicate floral Calico motif reproduced on exquisite Royal Doulton bone China crockery especially designed for the First Class and Executive Class travellers on the 747-400.

The theme of the cover designs have made Air-India's menu cards a collector's item. The illustrations generally depict a traditional Indian subject. One of the series includes 19th century lithographic prints of Indian monuments, traditional textiles, flower studies and Indian fruits. The 747-400 menu design deserves close examination. The Royal Indian Banquet has been appropriately chosen as the theme as Air-India prides itself on being an airline that treats every passenger like a Maharajah.

The exquisite decor, special cuisine, exclusive entertainment, on-board telephone systems, air show to help you keep track of the aircraft movement, all go a long way in making air travel on Air-India a wonderful experience.

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