

Vistara celebrates glorious aviation heritage of Tata group; recreates history with special retro livery on 22nd aircraft

Vistara, India's finest full-service carrier and a joint venture of Tata and Singapore Airlines, today unveiled its 22nd aircraft, an Airbus A320neo with an extraordinary retro- livery (paint scheme) that is the first of its kind in India, along with a historic aircraft registration number and a retro-uniform that complements the livery.

The livery recreates the one used in the 1940s by Tata Air Lines, India's very first airline that was founded by JRD Tata, and the aircraft also bears the registration VT-ATV that was originally used by a Tata Air Lines DC-3 aircraft. This striking retro-livery is also a celebration of 150 years of the Tata group, and it reclaims for Vistara the space once held by the pioneers of aviation in India, Tata Sons, and the Father of Indian Aviation JRD Tata.

As part of this celebration, Vistara also unveiled a special retro-uniform for select cabin crew, inspired by the "golden days of aviation" of the 1950s and 60s, to be worn on special occasions starting with the aircraft's inaugural flight on 5 September 2018 from Delhi to Mumbai. The inaugural flight will also feature a menu with JRD Tata's favourite dishes, as remembered by senior chefs at Taj Hotels.

Commenting on the occasion, Vistara's chief executive officer Leslie Thng said, "JRD Tata's perfectionist approach ensured the finest flying experience for customers and made Tata Airlines India's pride decades ago. Our mission and value system at Vistara are truly inspired by the heritage of Tata and Singapore Airlines. We are proud to claim and carry forward the baton of JRD Tata's legacy and vision in building a world class, trend-setting airline that India can be proud of."

Elaborating on this unique initiative, Vistara's chief strategy and commercial officer Sanjiv Kapoor said, "With this retro livery and uniform, we hope to recreate for air travellers what flying was like in its golden years, when an airplane trip was truly a special event that one eagerly looked forward to, something we want every trip on Vistara to be like. We want to make people look forward to flying again. We want to create an airline and an experience that would have made JRD Tata himself proud."

The special livery has been adapted from the original with the help of Airbus, which produced CGI renderings to fine-tune the aircraft's look. In the absence of a colour photograph of Tata Airlines' original VT-ATV aircraft, Vistara took some artistic liberty to paint its new aircraft in a shimmery silver-gold using mica paint, giving it a shade of sepia under certain light conditions for the retro look. The colour red was chosen for the name and colour accents, and grey for the cheatlines.

The special cabin crew uniform has been designed with inspiration drawn from the uniforms worn in the glamour days of flying, while keeping practicality and industry regulations in mind. The vintage-style uniform is a tailored blouson and semi-shaped skirt in moss crepe (fabric) that come in soft hues of pale lilac and pastel pink from the family of Vistara brand

colours. It includes a beret, white pumps, and a pillbox-shaped vanity bag. Just as with Vistara's regular cabin crew uniform, this special uniform is designed to project all qualities that the airline's cabin crew embody - a sense of style, elegance, warmth, care, friendliness and professionalism.

On the inaugural flight of Vistara's VT-ATV on 5 September 2018, customers will be served dishes that were JRD Tata's favourites and were also popular among air travellers during those times. It includes Cheddar Cheese and Onion Omelette, Crêpe au Champignon, Meat Medley, Waldorf Salad, Minestrone Soup, Herb Roast Chicken, Goan Prawn Curry and Crème Caramel.

As the highest-rated Indian airline on Skytrax and TripAdvisor, and winner of several "Best in Industry" awards, Vistara has consistently raised the bar for operations and service delivery in the Indian aviation industry in a short span of less than four years. The airline today serves 22 destinations with over 800 flights a week and a fleet of 22 aircraft. Recently, Vistara expressed its intent to order a combination of purchased and leased aircraft totalling 50 from the Airbus A320neo family as well as six purchased Boeing 787-9 Dreamliner aircraft.









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