

## The New 'Indian' Airlines: A Mere Cosmetic Change?

### Introduction:

The Indian airline industry has witnessed significant transformations in recent years, with various airlines vying for dominance in this competitive market. One such development that caught the attention of both industry insiders and travelers alike was the rebranding of Indian Airlines Limited to 'Indian' Airlines. In this blog post, we will delve into the background of this change, explore the impact on fares and customer experience, and assess whether it is merely a cosmetic alteration or a strategic move towards a new era of aviation.

### Background:

The decision to rebrand Indian Airlines Limited as 'Indian' Airlines came amidst a changing landscape in the Indian aviation industry. With the entry of private carriers like Jet Airways, Air Sahara, and Kingfisher Airlines, Indian Airlines faced fierce competition. The move was aimed at repositioning the airline and projecting a fresh image that resonated with the evolving preferences of travelers.

### From Old to New:

The rebranding process involved more than just a change in name and logo. 'Indian' Airlines embarked on a comprehensive makeover, revamping its fleet, cabin interiors, and customer service offerings. The aim was to shed the perception of being a government-owned airline and present itself as a modern, customer-centric carrier. The new logo, featuring vibrant colors and a stylized peacock, symbolized the airline's Indian heritage and commitment to excellence.

### Fare Games:

One of the key concerns for travelers was whether the rebranding would lead to any changes in fares. Historically, Indian Airlines had been known for its point-to-point fares and limited flexibility. However, with the rebranding, 'Indian' Airlines introduced new fare options to cater to different customer segments. Flexifares were introduced for those seeking flexibility, while Advance Purchase Excursion (APEX) fares provided discounted rates for early bookings. These changes aimed to offer more choices to customers and enhance the overall value proposition.

### What the Customers Said:

The customer response to the rebranding was mixed. While some appreciated the fresh look and improved services, others questioned the true impact of the changes. Many customers highlighted that the airline's performance and reliability were more critical factors than the rebranding itself. Additionally, the rebranding process was not without its fair share of challenges, with initial teething problems reported in terms of service disruptions and operational adjustments.

### Will 'Indian' Rise Above the Competition?

The success of the rebranding ultimately depends on whether 'Indian' Airlines can rise above its competitors and carve a distinct identity in the Indian airline industry. With players like Jet Airways, Kingfisher Airlines, and Air Deccan offering stiff competition, 'Indian' Airlines needs to deliver on its promises of improved customer service, competitive fares, and a seamless travel experience. The revitalized brand will need to be backed by consistent performance and innovation to win the hearts and minds of travelers.



**Conclusion:**

In conclusion, the rebranding of Indian Airlines Limited to 'Indian' Airlines represents more than just a cosmetic change. It is a strategic move aimed at repositioning the airline in a highly competitive market. While the initial response has been mixed, the true measure of success lies in the airline's ability to deliver on its promises and surpass customer expectations. Only time will tell if 'Indian' Airlines will soar high above its competition and establish itself as a leading player in the Indian aviation industry.

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