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[Air India: The Maharaja in a New Avatar](#)

Case - Reference no. 518-0005-1

Subject category: [Marketing](#)

Authors: [Arvind Shukla](#); [Sangeeta Shukla](#)

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Topics: [Branding](#); [Advertising](#); [Logo](#); [Mascots](#); [Communication](#)



About

Abstract

In June of 2014, Air India, India's national airline, was faced with an important decision. The Government of India put forth a suggestion that the 68 years old Maharaja mascot of Air India should be replaced by the potent Aam Aadmi (the plebeian one). Re-branding attempts in past, by airlines in particular and businesses in general, had impacted market fortunes. This case is not a discussion on the Indian aviation industry or Air India. It only focuses on the marketing decision of changing the logo of a company, the implicit communication issues in logo change and how it might impact the company and the industry

Settings

Location: [India](#)
Industry: [Airlines](#)
Size: The company has a global presence
Other setting(s): 2014

Related



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