

FIVE AIR-INDIA EMPERORS





Imagine

You are a guest

entering the most royal of Indian homes.

*Your hostess welcomes you with a
gentle smile*

And our traditional greeting: namaste.

The music of the sitar weaves an exotic spell

Warm colours glow around you

The air is filled with magic...

You are in a breathtakingly beautiful palace

*Made more magnificent with everything a 747
can offer.*

We have five such palaces

Each dedicated to a mighty Indian emperor

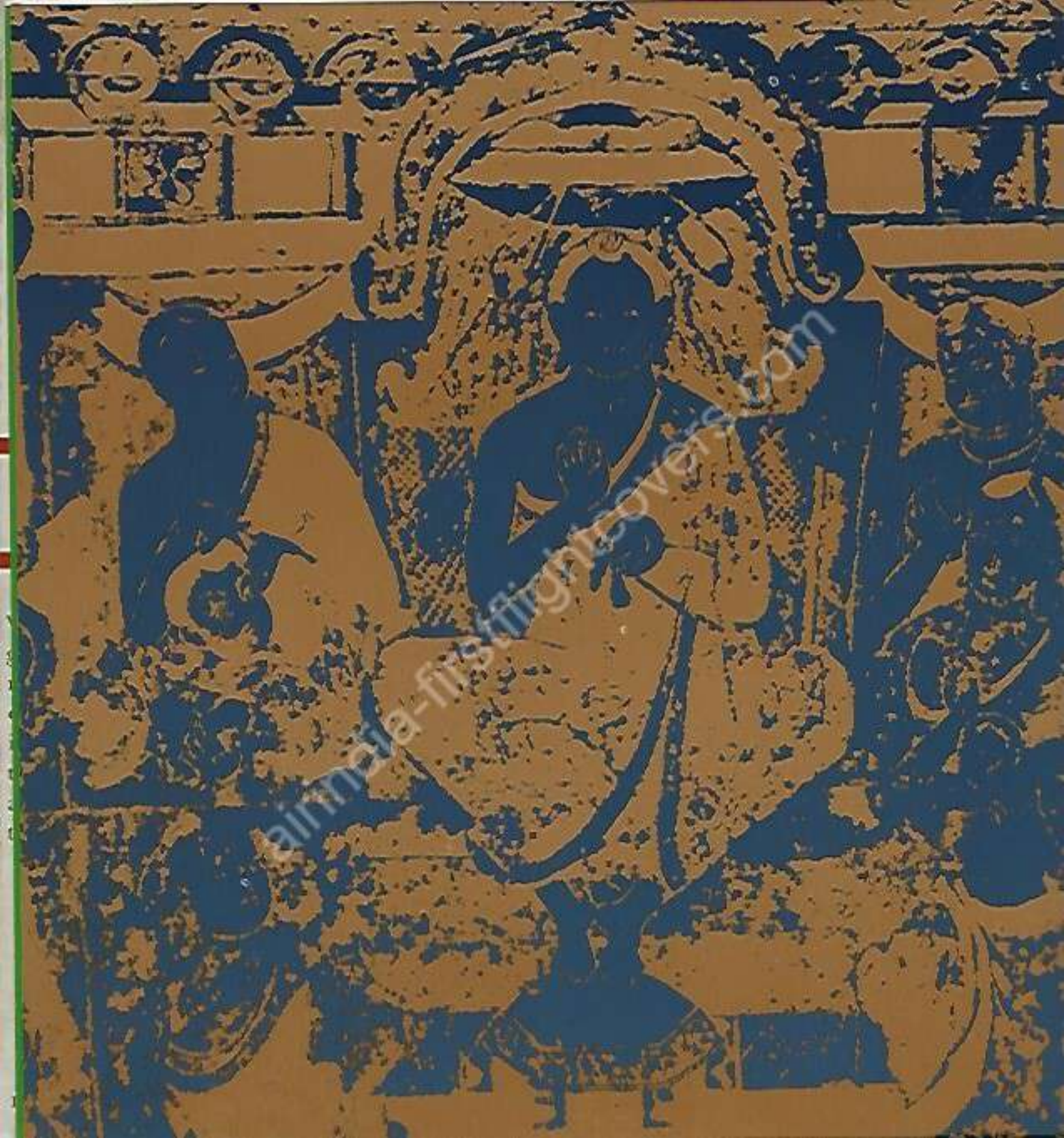
Each setting unique standards in style and service

Ashoka. Vikramaditya. Rajendra Chola. Akbar. Shah Jahan.

Like a roll of drums

their names echo down the centuries.

Now...let us take a glimpse at this royal galaxy



ASHOKA

emperor of peace

*The first of our 747s we named Ashoka
Most illustrious of the Maurya emperors—
and one of the best loved rulers of all time.
Ashoka's reign, in the 3rd century BC, began
with his one single military campaign: he won a victory.
But in his soul he suffered the carnage of the battlefield.
Laying down his sword forever, he chose the way of the Buddha.*



*Then it began: his great campaign for peace.
He matched his welfare schemes to the vastness of his empire.
And, everywhere, he built monumental pillars
inscribed with edicts to guide and enlighten the people.
The Ashoka Pillar at Sarnath, most famous of all, is crowned
with a magnificent capital of four lions:
a triumphant symbol of wisdom—and of the greatness of Ashoka.
Today, if the tranquil smile of the Buddha bids men
to love peace, it is partly because a dreamer, perhaps
a saint, once, held the throne of India.*

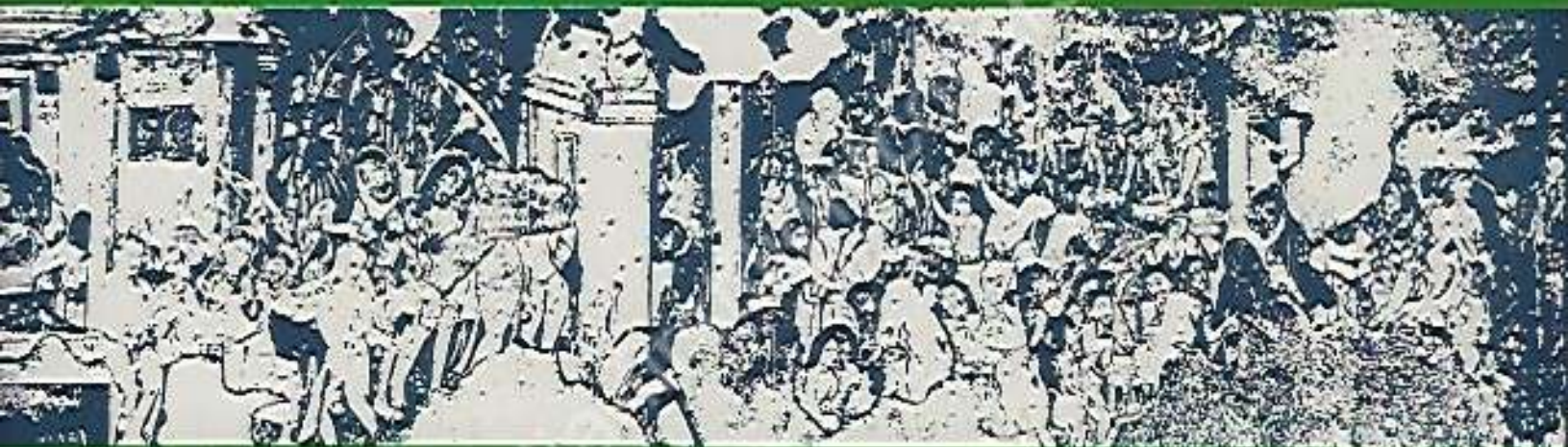
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VIKRAMADITYA

emperor of a golden era

*He was Chandragupta II of the Gupta dynasty.
Called 'Vikramaditya' which means Magnificent as the Sun.
A befitting title for an emperor who was in every way unique. Conqueror of the Sakas.
Champion of his people's rights. Ace diplomat. Benevolent administrator...*



*Above all, zealous patron of the arts and learning
who filled his court with the splendour of The Nine Gems
—poet, singer and painter; writer and dramatist; saint and philosopher; scholar and scientist.
His reign illumined the last decades of the 4th century and the beginning of the 5th:
it saw the most brilliant flowering of Indian culture. Art flourished, trade expanded, the people prospered.
And under The Magnificent Sun, a golden age reached its height.*

RAJENDRA CHOLA

emperor of the invincible south





Rajendra Chola was the true son of his noble father Raja Raja the Great. He conquered Pegu, Martaban, Nicobar Islands, the coast of the Bay of Bengal up to the Ganges.

His positive maritime policy, his powerful navy and his outstanding achievements for the times. (1014-1042 AD)

To celebrate his march to the Ganges, Rajendra Chola assumed the title of Gangaikonda and named his new capital Gangaikonda-Cholapuram.

The King was no autocrat. He headed a well organized system of local self-government. The Chola administration was a model that other southern states followed.

Today, the famous Chola bronzes recall the glory of a dynasty that was victorious in war and triumphant in peace.



AKBAR

emperor with a dream

At the time of the Renaissance in Europe, there ruled in India, Akbar, the Grand Mughal. Grandson to Babur, the blood of Genghiz Khan and Timur the Turk coursed through his veins. When Akbar ascended the throne he was emperor of an eighth portion of the country. When he died, his empire stretched from the Afghan regions in the north-west to Assam in the east; from Kashmir in the Himalayas to Golconda in the south. In the hollow of his hand, he held a near sub-continent. In his heart he dreamt of a truly united people.



He married a Rajput princess, and his son and successor Jahangir was half Muslim, half Hindu. He propogated the Din-i-Ilahi faith, which sought to combine the good points of diverse religions. Akbar: A seeker of truth. Great with the great, lowly with the low. Eyes flashing like the sea in sunshine; the stature of a King... a Grand Mughal.



SHAH JAHAN

emperor of marble miracles

Grandson of the great Akbar, Shah Jahan was a spirited warrior who extended the southern frontiers of the Mughal empire. But essentially, he was a visionary romantic of the 17th century: an emperor who built cities of marble... an emperor who fell in love. Her name was Mumtaz Mahal, 'Chosen of the Palace'.



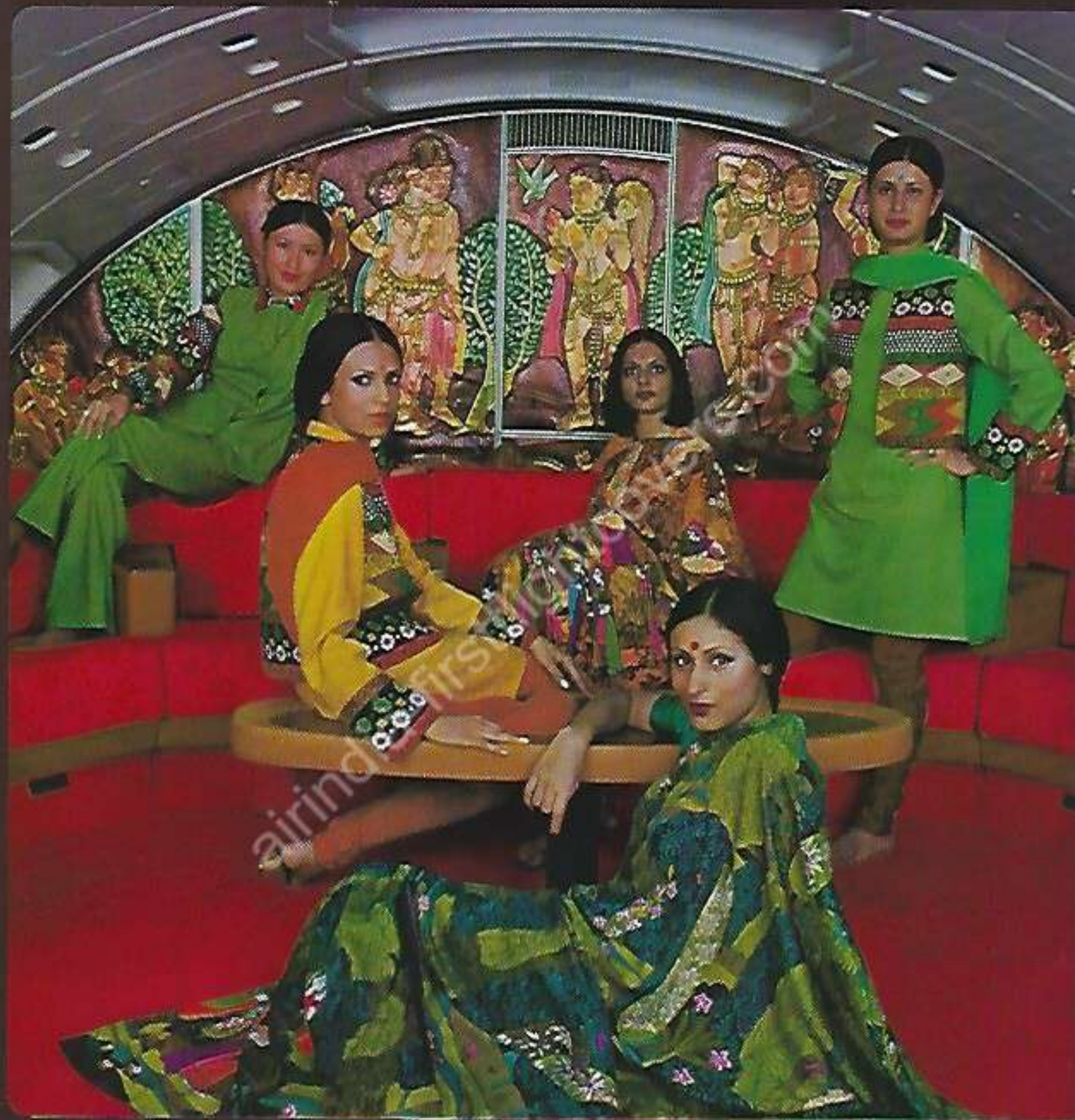
A favourite wife. But she was fated for an early death. And, inconsolable, he raised a monument for her tomb that became one of the wonders of the world: The Taj Mahal—it took 22 years to build, 22,000 workers to complete. Then the final tragedy: his own sons revolted against him and he died in captivity. From his prison window, to the last, he looked upon the marble mausoleum and dreamed of his beloved.

From these five famous emperors our 747s take their names. So it's no wonder you'll find each one a majestic blend of royal tradition and comfort.

Each 747 has only 353 seats, although it can take 500! More room to stretch, more room to move around. Distinctively decorated interiors give you the impression of a series of living rooms.

One of the largest, most charming crews make you feel truly at home. And as experienced pilots speed you smoothly to your destination, you won't even see a ripple in your champagne.

These luxurious aircraft offer you most up-to-date technology and extra reliability with the Inertial Navigation System—a system based on the one that guided Apollo II to the moon.





The window panels of our first four 747s are decorated with episodes from the immortal Krishna Legend. Krishna, most beloved of Indian gods, celebrated by poets, painters, philosophers and the Indian people.

Galley and restroom partitions are patterned with delicate gold motifs inspired by the shawl embroideries of Kashmir. Original paintings cover the cinema screens. And up a spiral stairway, in the Maharajah Lounge is a semi-circular mural, adapted from the beautiful frescoes of Ajanta that were hidden from human eyes for almost 2,000 years.

Your hostesses are clad in saris—the lush greens of summer or the golden hues of autumn are intricately printed with figures and foliage from Kangra miniatures. Or they wear the churidar kameez, an outfit that captures at once the elegance of the Mughal era and the earthy colours of a tribal weave.

The cabin walls of Emperor Akbar (our fifth 747) depict vignettes of Indian life. These window panels—lilac in the first class zone and pale blue and pink in the economy zones—alternately portray the Indian at work, and the Indian at leisure. While he ploughs the field, his womanfolk pound grain, dice vegetables, dry fish, draw water from the well. And once the day's work is done they play chess, weave garlands, visit the village fair with the little ones. Look up and you see even the ceiling of Emperor Akbar is trellised with a delicate pattern.

In the Maharajah Lounge a large mural glows in beaten metal. Translucent screens and cosy alcoves give the privacy of an elegant drawing room. A bar stocked with the finest wines, spirits and beers awaits your pleasure while a lovely hostess serves you your favourite drink up, up in the clouds.



A wide selection of the choicest Continental and Indian cuisine is served to you. With china and glassware, silver and linen specially designed to grace an emperor's table.



Elegant table service in First Class; efficient trolley service in Economy. And your favourite drinks, too. All served up in beautiful style.



The miles drift by... you are enthralled by the service and the setting. And you revel in the matchless experience of flying Air-India.

Expect to be delighted as you discover India, experience by experience—from the gentle *namaste* to the warm smile of hostesses speaking to you in English, French, Japanese, Hindi or one of several languages.

On our gleaming cruiser you will also find a beautiful mosaic of old and new. Courtesies and customs of centuries reflected in every gesture... Each 747 convenience sparked with a culture that is more than 5,000 years old.



We began in 1932 with a Puss Moth..... Since then we have grown, and acquired an all-jet fleet. Today, our five 747s and nine 707s fly to 34 countries, traversing five continents, covering a route network of 200,000 kms. Air-India's Engineering base in Bombay is the finest in Asia and compares with the world's best aircraft maintenance facilities. Our hostesses, pursers and ground staff give you personalised service, whilst your cargo is transported with tender care and attention to the far corners of the world.