

## IHCL UNVEILS A NEW BRAND IDENTITY FOR TajSATS, INDIA'S MARKET LEADER IN AIRLINE CATERING



**Mumbai, 26 February, 2019:** The Indian Hotels Company Limited (IHCL), South Asia's largest hospitality company today unveiled a new visual brand identity for TajSATS, India's undisputed leader in airline catering. TajSATS works with over 40 domestic and international airlines, serving over 65,000 meals a day. The launch of the new identity is a part of the ongoing evolution of TajSATS.

"TajSATS is an integral part of the IHCL ecosystem. It is currently the market leader in airline catering and we look forward to strengthening this further by unlocking its potential in non-aviation businesses as well. The new identity is a bold re-imagination of brand TajSATS and presents the company as modern and progressive." said **Mr. Puneet Chhatwal, Managing Director and Chief Executive Officer, IHCL and Chairman, TajSATS.**

The new logo brings together the best of Taj and SATS, with an agile and innovative design that resonates across generations. Carefully balancing tradition and modernity, it tells the story of the company's past and signals the vision for the future. The logo is set against the backdrop of a bold new visual identity that is inspired by the art of plating and the culinary arts.

"The rebranding is an exciting change for us. It not only creates a foundation for new opportunities but also emphasizes on our objective of achieving strong growth and focus towards innovation; as we strive to achieve Aspiration 2022." said **Sagar Dighe, Chief Operating Officer, TajSATS.**

The branding embodies an organization that is reinventing itself with an unwavering commitment to continuously raise standards.

### **About TajSATS**

TajSATS Air Catering Limited is a joint venture of The Indian Hotels Company Limited (IHCL) and SATS Limited. TajSATS is the market leader in Airline Catering and has over 42 years of experience in Airline Catering and is a leading player in commercial catering. The company provides in-flight catering at Mumbai, Delhi, Chennai, Kolkata, Goa and Bangalore. Taj Madras Flight Kitchen is a joint venture of IHCL, SATS Ltd. and Malaysian Airlines.

TajSATS has facilities equipped with the state-of-the-art technology and advanced kitchen equipment for efficient and hygienic food production and handling. TajSATS believes in maintaining the highest level of Food



Safety, Hygiene and Quality. The talented team of Chefs at TajSATS believe in designing and creating innovative and inspirational menus as well as repurposing classic ingredients for the modern palate.

TajSATS is committed to Enriching lives through Innovative Food Solutions.

### **About The Indian Hotels Company Limited (IHCL)**

**The Indian Hotels Company Limited (IHCL)** and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include **Taj** – the hallmark of iconic hospitality, **SeleQtions**, a named collection of hotels, **Vivanta**, sophisticated upscale hotels and **Ginger** which is revolutionizing the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. IHCL operates 178 hotels including 30 under development globally across 4 continents, 12 countries and in over 80 locations.

The Indian Hotels Company Limited (IHCL) is South Asia's largest Indian hospitality company by market capitalization. It is primarily listed on the BSE and NSE.

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