

India's market leader in airline catering TajSATS gets new brand identity

Indian Hotels Company Limited (IHCL), unveiled a new visual brand identity for TajSATS. 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 development for TajSATS.

TajSATS Air Catering Limited is a joint venture of IHCL and SATS Limited, and also the market leader in Airline Catering. The brand 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.

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