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Low-cost carrier IndiGo airlines, currently the only Indian airline making a profit, has released a television commercial (TVC) to promote the launch of its international operations connecting Mumbai and New Delhi with Bangkok, Kathmandu, Dubai, Muscat and Singapore.

Despite market instability, India's youngest airline has completed a successful first five years of domestic operations and set trends considered fresh for the Indian aviation industry.

These include the much-blogged-about cute hair-dos for airplane crew. And adverts like "Sleep with your wife tonight" which won IndiGo airlines an award at the world low-cost airlines Asia Pacific awards in 2010 in Singapore.

Last year, Indigo airlines left you with the thought, 'On time is a good thing'. It's a new year, and a new thought. Indigo has launched a fresh campaign to communicate its new international operations.

The TVC is set in a Broadway style (more like a runway musical) wherein the stage opens up and all lights are pointed on a captain in the centre, who states, in Broadway style, "We're here to be the model of a modern global airline, an ambitious mission we remind ourselves of, all the time." He is then joined by his co-pilots who enunciate, "Flying more than ever with a flock of new planes in our fleet, you'll be greeted once you are seated by many captains just like me." The next set of sequences involve aircraft engineers describing their offerings whereas a group of airhostesses elaborate on their services. The lead airhostess echoes, "Our service is so popular, we're flying international", and the rest follow her words in unison. In the next sequence, Pearl, the captain, joins them and the rest of the crew and they all sing in chorus, "we will remind ourselves for one more time with each and every single flight, we're here to be the model of a modern global airline." The TVC ends with Indigo's core philosophy, "Everytime we fly we will ensure that you will get on time!"

Throughout the TVC the tempo of the script is maintained in a poetic rhythm characteristic of a Broadway play. The TVC was produced in Los Angeles by Mumbai based production house, Hello Robot. The choreography team known as 'the musical', headed by Denise Faye, was brought in from Chicago. The VFX were undertaken in Canada and the final online conform was carried out in Mumbai, India.

Compared to the dismal state of every other commercial carrier in India, IndiGo feels like the "Glee" club.

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Author looks after the online marketing of an affiliate website of a [IndiGo Airlines](#).

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