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Mantra of wealthy Indians
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Bon appetit!
Pg 09



The Badshah of Bollywood –
Shah Rukh Khan Pg 16

Emirates turns 30



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With Emirates recently having celebrated its 30th anniversary, we thought we'd take a look back at the airline's remarkable journey...

Payal Kamat Samant
ASSOCIATE EDITOR

Emirates has had an incredible success story. When it began operations on October 25, 1985, it had just two leased aircraft from Pakistan International Airlines (PIA). Thirty years on, Emirates boasts of more than 200 wide-body aircraft and connections to more than 140 cities across the world. The airline is a leader in the international aviation field.

Marking the momentous occasion, HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates airline and Group, said, "Today we celebrate the 30th anniversary of Emirates airline.

From humble beginnings, Emirates, in tandem with Dubai and the UAE, has grown to become a leading player on the global stage."

Sheikh Ahmed also thanked HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai: "Without the daring vision and support of His Highness Sheikh Mohammed bin Rashid Al Maktoum, whose brainchild it was for Dubai to set up its own airline back in 1985, none of this would have come to pass. From day one, Sheikh Mohammed's expectations for Dubai's aviation industry have been clear, driving us—the airline, the airport, and the entire ecosystem—

to be world-class and number one globally."

Sheikh Ahmed also announced that Emirates has 267 aircraft in order, worth US\$ 128 billion, which will be used not just for fleet expansion but also for replacing older aircraft.

What's more, Emirates will be playing a key role in helping increase the number of visitors to Dubai by Expo 2020. Sheikh Ahmed said, "By 2020, we expect to fly 70 million passengers on our fleet of 300 aircraft. To ensure we stay ahead of the game, we will also continue to invest in new technologies, in developing our products and services, and in nurturing our talent pool."

A brief history

The airline was established when then Dnata chief Maurice Flanagan was given an ambitious directive by Dubai's Rulers to launch an airline within five months,

with US\$ 10 million as start-up capital.

Pakistan International Airlines (PIA) agreed to lease two aircraft to Emirates and deals were struck to fly into Karachi, New Delhi and Bombay.

On October 25, 1985, Flight EK600 took off from Dubai International to Karachi. At the time, little did people know that the flight marked the beginning for what would become one of the world's biggest and best known airlines.

Over the next few years, Emirates' network grew to include Amman, Colombo, Cairo, Dhaka, London, Istanbul, Frankfurt, Male, Damascus, Singapore, Manila and Bangkok. The 12 destinations were added in just 38 months.

In 1992, Emirates achieved a milestone, when it became the first airline in the world to install video systems in all seats in all classes throughout its fleet.

In 1995, by its 10th anniversary, the airline was flying to 34 locations around the world.

A year later, Emirates became the first airline to show live take-off and landing footage—something that we take for granted, world-over, today, but which was a landmark accomplishment in 1996.

Many of our readers are likely members of 'Emirates Skywards'. The airline's 'Frequent Flyer' loyalty programme was launched in 2000. The same year, Emirates became the first airline to sign up for the Airbus A380, when it ordered



seven units of the jumbo double-deck aircraft. Emirates' performance in 2002 was a testament to how well the airline was doing. In a year when, global passenger levels dropped by 4 per cent, Emirates' figures rose by 18.3 per cent to 6.8 million passengers.

A year later, at the Paris Air Show, Emirates made the biggest deal in civil aviation history—a staggering order for 71 aircraft at a cost of US\$ 19 billion.

The airline was looking at new horizons. In 2004, its first flight to North America, a non-stop 14-hour flight to New York's JFK Airport, debuted. The flight also

marked the first non-stop passenger service from a Middle Eastern country to North America.

In 2008, the Emirates-dedicated Terminal 3 opened its doors. In the same year, the airline became the first international carrier to introduce an in-flight mobile phone service.

By its 25th anniversary, Emirates was booming. The Emirates Group posted a profit of US\$ 1.1 billion for the financial year ending March 31, 2010.

A year later, in 2011, Emirates placed the largest single order in Boeing's history—50 777-300 ER aircraft, worth US\$ 18 billion, along with 20 777-300 ER options, valued at US\$ 8 billion.

Just shy of its 30th anni-

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