

For immediate release

Finnair treated passengers with “Om Shanti Om” live dance on Helsinki-Delhi flight

Finnair surprised the world and the passengers when its cabin crew on Helsinki-Delhi flight, dressed in colorful traditional Indian attire, reportedly burst into Bollywood dance-song sequence of “Deewangi Deewangi”.

Starting with "Finnair congratulates India on Republic Day on January 26", they reportedly treated the passengers with a live choreographed Bollywood performance on board through the aisles.

Indo-American statesman Rajan Zed, in a statement in Nevada (USA) today, applauded Finnair for this wonderful showing of respect, warmth and joy on India's 63 Republic Day, depicting that they really cared and willing to go an extra mile.

Video of this performance has become a YouTube sensation since then. According to reports, flight attendant Helena Kaartinen coined this idea and then worked towards it with rehearsals by enlisting the services of an expert. She brought together a group of few dozen flight attendants and even drafted a pilot.

This song-dance was from Shah Rukh Khan starrer movie “Om Shanti Om” (2007, Farah Khan) and the song was “Deewangi Deewangi”.

Rajan Zed, who is Chairperson of Indo-American Leadership Confederation, pointed out that despite the complexities of consumerist society, corporations should show that they really had heart and feelings for the customers instead of treating them just as statistics.

Finnair, launched in 1923, whose tagline is “Discover peace of mind” and who claims to be eco-friendlier, flies to over 70 destinations. Finnish government holds 55.8 per cent of its shares and during 2010 it carried over seven million passengers and over 120 thousand tonnes of cargo and mail. Harri Sailas is Chairman of its Board while Mika Vehviläinen is the CEO.