

Paramount mounting its national footprint

PARAMOUNT AIRWAYS
Continuing with its 5 per cent agent commission, Paramount plans to have a pan India presence by the year 2011.

SHAYAN MALICK

Paramount Airways, hitherto known as a regional carrier of South India, is now looking at fast expanding its national footprints.



M Thiagarajan, MD, Paramount Airways

Now in its third year of operation, the carrier, after establishing a strong footprint down south has entered Western India. The last three months, September, October and November, have witnessed Paramount launching operations in quick succession to Ahmedabad, Goa and Pune respectively in Western region. Paramount's foray into the Western region opens up new routes for the airline to take advantage of a lucrative traffic that exists in this sector.

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Paramount Airways to take wings to north

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M Thiagarajan, managing director, Paramount Airways sounding upbeat on the development, says, "We believe in sustainable growth. We wanted to saturate and dominate the South Indian market before we move out. Today we provide the maximum frequencies on any of the routes we fly on in South India. And now that we have entered the Western India market we want to replicate the same model here," adding, "Until last year our market share was 26 per cent which has now gone up by 1 per cent whereas due to the economic slowdown the total market size has decreased. We have even registered growth in the meltdown."

Started a little over three years ago as India's first all Business Class Service airline, the carrier now operates in South and West of India with plans of establishing a national footprint by 2011. "The carrier's next foray, after expanding and consolidating its presence in the Western region, will happen in North. After we establish a pan-India presence we would offer connectivity to Singapore and destinations in the Far East," informs Thiagarajan. Paramount currently oper-

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M Thiagarajan

ates a fleet of seven aircraft and expects to have a fleet of 40 aircraft by 2010 end with maximum connectivity in South, West and Northern markets.

Thiagarajan also informs that the agents contribute to about 60 per cent of ticket sales and the rest is through its own sales offices, call centres and online bookings. And the airline has continued with its 5 per cent agent commissions and expects to receive whole hearted support from the agents across India.

"Our business model of offering All-Business class comfort at economy rates of other airlines has contributed largely to the success of the airline. Today, many of the Business class travellers of Jet and Kingfisher have switched to Paramount," says Thiagarajan.

Paramount Airways boasts of a very young fleet 70 seater Embraer jets along with the trappings of luxurious seat recline, ample leg space between seats. Passengers can book their tickets on the Website by selecting their seat and menu while requesting any other special requirements. Or they can contact their travel agent.

Its frequent flyer programme 'Paramount Royale' is designed to offer

myriad benefits to passengers. Besides routine up gradation and mileage redemption facilities, the programme would also offer golf memberships, spa experiences and invitations for major cultural programmes for its members. Frequent fly-

ers can now enrol themselves with the newly-launched frequent flyer programme by registering online with www.paramountairways.com. All mileage earnings as per eligibility will be automatically logged to the passenger's account.



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