

Paramount to boost India flights to feed global routes

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EVEN as Paramount Airways aims to fly out of India by 2010-end, the all-business class airline is working towards creating a strong pan-India presence to feed into its proposed international operations. The airline, which moved out of the South last year by putting Delhi, Ahmedabad, Pune, Goa, Kolkata, Guwahati and Agartala on its radar, is now looking at replicating its inter and intra-regional connectivity model across the other three regions in India. The Chennai-based carrier plans to connect 40 destinations across India by 2010, up from the present 16 destinations.

"Both national and international expansion will run in tandem because we will need a strong domestic captive market to feed into our proposed international network," said M Thiagarajan, managing director of Paramount Airways. The airline plans to start operations to Mumbai, Agra, Jaipur,



AMBITIOUS FLIGHT PATH: Paramount Airways plans to connect Bangkok, Kuala Lumpur, Hong Kong, Dubai, Sharjah, the Maldives, Mauritius and Seychelles among other global destinations —AFP

Bhubaneswar, Aurangabad, Lucknow and Porbandar in the near future. On the international front, Paramount Airways plans to launch flights to Far East, West Asia and Africa. "We will kick-off of our international operations in the fourth quarter of 2010 from south India by launching our maiden flight to the Far East region. Like in India,

our target consumer for international flights will be business travelers," Thiagarajan said. "We will have a two-class configurations in our aircraft, which will be business and first class. The same value proposition will be offered on our international flights, which would offer business-class services at upper end of economy class fare."

Paramount Airways plans to connect Bangkok, Kuala Lumpur, Hong Kong, Dubai, Sharjah, the Maldives, Mauritius and Seychelles among other international destinations. Long-term plans include launching flights to Europe, Australia and Japan by 2012-end or early 2013.

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