

## Southern airline eyes east

SUSHMA NAIK

### FLYING HIGH



- **What's new?** Paramount Airways eyes eastern destination, including Jharkhand
- **Modus operandi:** Connecting tier-2 and tier-3 cities
- **Facilities:** Embraer jets, personal valet, special airport lounge, signature cuisine. South Indian, continental, diabetic meals

**Jamshedpur, July 13:** Tamil Nadu-based Paramount Airways, currently operating in south India has eastern India and Jharkhand on its radar. “We shall strive to be in the eastern region in the quickest possible time either through acquisitions or through our own network,” said M. Thiagarajan, managing director, Paramount Airways.

The five-aircraft company started in September 2005 and operates in eight sectors in the south with 52 flights a day. It claims to have captured 26 per cent of the market in the southern skies within 15 months of its operation.

The company said that it is different from other carriers as it wants to connect tier-2 or tier-3 cities, a model that has worked very well in south India. Connecting commercial hubs to metros in the eastern region is something that not only has the scope but the need, said company sources.

The company also hopes to cash in on the brand equity of Paramount Airways.

The company also aims to project itself as a value-added airline service provider, with Embraer jets that boast of a personal valet service, a special airport lounge, no middle seats, ample personal space and a signature cuisine.

Apart from the usual vegetarian or non vegetarian meals, a passenger can choose from the wide range of meals like south Indian, Continental, Jain and Muslim.

There are customised packages like diabetic and low-cholesterol options, meals for babies, gluten-free and nut-free meals and even a non-dairy meal. All three-course gourmet meals are prepared in the aircraft.

The airline has not fixed a time to land in the eastern region yet.

Expansion is on the company's agenda it is now looking at the acquisition mode.