

Talk in the Skies!

COME SEPTEMBER, AND THE PARAMOUNT Airways aircraft crew will, in all probability, request you to keep your handset on and use it to your heart's content while flying. While big carriers are struggling to save their revenue from fares, Chennai-based Paramount's effusive MD M. THIAGARAJAN, 32, is eyeing income from services passengers would keenly lap up. Though on-board mobile services will come at a cost, users are unlikely to demur. Innovation is not new to Thiagarajan; he started his aviation venture in October 2005 with panache when



H.K. RAJASEKHAR

he introduced new generation Embraer jets equipped with Cat-II low visibility auto land in India's domestic market. "We believe in pampering our customers with cutting-edge technologies and enhancing their pleasure of travelling on board Paramount Airways," says Thiagarajan. His aircraft come with satcom technology; activating which, however, requires regulatory approvals. "By September, we will be able to provide mobile connectivity in all our aircraft," he says. If he succeeds, then it will surely make other airlines shed their smugness.