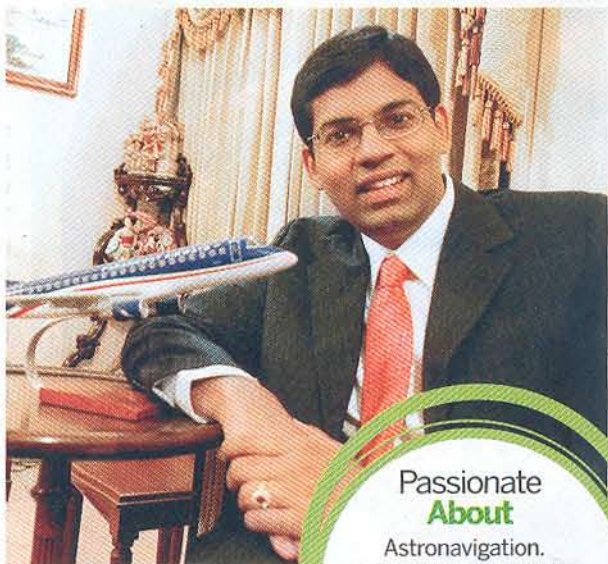


**"A SUCCESSFUL BUSINESS IS**  
the direct result of intelligence and  
courageous decisions."

M. THIAGARAJAN, PARAMOUNT AIRWAYS, 31



H.K. RAJASHEKAR

### Passionate About

Astronavigation.  
Thiagarajan can tell  
you the location of  
a place by just  
seeing a star.

**W**hile on a holiday in Frankfurt, Germany, at the age of 21, he got an opportunity to control the world's most famous aircraft, the 747

Jumbo Jet. This ignited his passion for the flying machine and he enrolled in a flying school near London in 1994. He wanted to expand his joy to his countrymen. So the third generation textile entrepreneur and MD of Paramount Mills, M. Thiagarajan, ventured into the aviation sector to launch his Chennai-based Paramount Airways in 2005. His business model was unique with his airlines catering only to the business-class. Besides, Paramount became the first domestic carrier to introduce the New Generation Embraer 170/190 family series aircraft equipped with unique Category II low visibility auto-land. With a market leadership of 26 per cent in south India, the airways now operates to 12 destinations. While expanding his flight network in the western part of the country, the management graduate from Thiyagaraja College, Madurai, plans to set up a new hub in Kolkata soon. After completing the mandatory five years in the domestic circle, Paramount will launch international services by 2012. Apart from his love for aircraft, Thiagarajan loves the Maldives and likes to shop in Indonesia. He is a great gadget freak as well. His enthusiasm for flying extends to yachting, golfing and adventure sports.

by Adhi Valliappan