

Paramount Airways to target international skies by 2011

To focus on expansion in Western region and online medium this year

By Charmaine Fernz - Mumbai

PARAMOUNT Airways, which recently announced aggressive expansion plans, has charted out its growth strategy till 2011. Talking to TravelBiz Monitor, M

by 2011. Initially, the plan will be to connect our surrounding regions, the Middle East and Far East post which we will consider long haul markets.”

The airline, which currently has five aircraft consisting of the Embraer 170 and 190 will

added Thiagarajan. The marketing plans have also been strategically planned for this year, which includes working out marketing agreements with OTAs to further increase their reach.

With the online booking medium being strongly advocated by the airline as it amounts to 80 per cent of its transactions, this year will witness huge emphasis on this medium. Paramount Airways also has plans to set up a flight catering business, as well as launch

Thiagarajan, Managing Director, Paramount Airways said, “After consolidating our position in the Western and Northern markets by 2010, we will then further consolidate our position as a national player while also looking at the international skies

increase its fleet to eight aircraft by March this year and 12 by year-end. While the long term target is to have around 18 to 20 aircraft by 2010. “We are considering both companies – Airbus and Boeing – and are in talks with them for A350/A330 and Boeing 787,”

a cargo division. According to Thiagarajan, the flight catering business and the cargo division will be based out of the South. The cargo division will focus on high-end cargo packages. Also this year the airline, which has diversified in the Western region

with operations in Goa, Pune and Ahmedabad, plans to further expand its network to every business city in the West including Mumbai, Nagpur, Baroda, Bhuj, Porbunder and many more. ■

