

The Luxury of Flying Private



Rajeev Wadhwa, Founder,
Chairman &
CEO of Baron Aviation

Rajeev Wadhwa, Founder, Chairman & CEO of Baron Aviation, talks about why flying private is in vogue and what makes it an enjoyable and stress-free experience for big spenders...

BY SWATI BHASIN

How do you think the trend of flying by charter planes is growing among business travellers in India?

The coming of age business traveller has started using private flying more for productivity reason than simply for status and luxury.

However, as far as Indian connectivity is concerned, there are 160 airports where you can land with private jets compared to 35 airports in India where there is direct connectivity and 85 airports where you can reach one stop through scheduled airlines. What it does is wastage of a lot of time on the airport and during the transit, almost making it impossible to return on the same day.

On the other hand, as statistics

substantiate America has 5,200 airports with 2, 22,000 private jets. American business travellers use private flying to enhance their business performance and go back to spend time with their family without stress.

This trend is yet to evolve in India.

What are the specific nuances of offering a great flying experience to the business travellers?

Baron offers Signature Luxury Holiday for the private flyers to make their journey worthwhile as we provide a host of services to the Baron Eagle Members...

CONCIERGE SERVICE

A traveller can have impulse to demand anything, at anytime and from anywhere, which is why, our concierge service treats any demand as a command that ought to be fulfilled.

VIP SECURITY

Safety is non-negotiable but so

is privacy. At Baron, we offer a combination of visible and invisible security services working seamlessly.

NAVIGATOR

The high fliers are also offered with the services of an escort trained to direct the traveller.

BUTLER

A private butler makes sure that every wish of the traveller is understood and translated into tangible services.

CULINARY CONCIERGE SERVICE

The extensive Culinary Concierge Service makes sure the guest can choose from a vast range of local cuisines, special recipes or food just like that feels like home-made food.

TRANSLATOR (MULTI LINGUAL ASSISTANT)

The translator makes sure to enhance your travel experience by minimising communication challenge.

PERSONAL SHOPPER SPECIALIST

At the guest's beck and call, the personal shopper specialist is on his toes to scout winding alleys, negotiate with dealers or undergo any painstaking measure to help the guest shop souvenirs, local artifacts, exotic fashion or something special that exudes the essence of the holiday destination.

How does flying in private jets make air travel less stressful for the flyer?

At Baron, we strive to do our best to provide a hassle-free flying experience by assuring following standpoints...

TIME SAVING

A huge benefit of private flying, is that a guest is not required to arrive hours before the flight time to que up in security lines. One can even delay the aircraft's departure if required.

CONVENIENT

It becomes possible to land closer to the destination simply because there are more airports to accommodate private aircraft, than larger commercial aircraft. There are



more than 150 airports that can land private aircraft in India (as opposed to 70 airports for larger commercial aircraft).

□ FLEXIBILITY

There are no restrictions as to what to bring into the plane's cabin, making it easier to carry instruments, sports gear and product samples. Plus, the luggage stays with the guest, eliminating the inconvenience of lost luggage and waiting at the baggage carousel.

□ INCREASED PRODUCTIVITY

The Aircraft provides the flyer with working environment with WIFI, SATCOM, Fax and Conference sitting layout

□ SUCCESSFUL IMAGE

A private plane projects the impression of a well-run, efficient organization that values time and can afford private air travel.

□ MORE FAMILY TIME

With reduced travel time and increased convenience of private flying allows you to gain more family time.

□ PRIVACY

Flying by charter plnes offers a high level of privacy that is unavailable on commercial flights. Business teams can discuss sensitive issues such as important negotiations and deals without being overheard.

Can you share a story of how flyers benefit at personal level through charters?

One of our loyalists has a Chemical Plant in Vapi and he stays at Nepean Sea Road. He told us that how visiting his plant once in 10 days on regular flights used to be a painful, long, boring journey. He had to get up early and have breakfast somewhere on a roadside 'dhaba'. However, flying private has made things convenient for him,

"Today I charter Baron's helicopter which picks me up from Mahalaxmi



and it takes me 60 minutes to reach Vapi. It has also added a great lifestyle status to my business," he shares.

How are the charter planes of Baron Aviation better than those of the competitors?

We have aircraft ranging from single engine turbo prop to twin engine helicopter to entry jet – Jet to executive jets. Arguably, we are the only company which will give you an aircraft with bedding facilities that goes non-stop to Dubai and London from Mumbai.

Baron brings in the first global jet card "Baron Eagle", recently announced on 4th September giving members the experience of private flying not only within India, but also with the flexibility to choose an Aircraft from anywhere to any destination globally. The most flexi-plan of private flying is not restricted to any pre-paid hourly availability of an Aircraft rather a range of fleet, which makes us very competitive.