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India's Baron Aviation Launches Eagle Jet Card Program

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by **NEELAM MATHEWS**

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Mumbai-based Baron Aviation has launched Baron Eagle, a jet card that will provide members the benefits of the company's mixed fleet of nine business jets and helicopters, including the Challenger 604, Falcon 2000, Global Express, Hawker 750, AS355N and Bell 412 and 407.

As India's rupee, and its economy, faces downward pressure, "We found this the right time to introduce the jet card," Rajeev Wadhwa, chairman and CEO of Baron Luxury and Lifestyles, told AIN. "While India is not short on billionaires, people aren't making business jet purchases at this time. Since the aircraft is not a performing asset, people don't want it to be sitting in their books."

Wadhwa said he hopes to sign some 100 jet-card members over the next three months. By the end of the first year, he expects the aircraft to have completed 5,000 hours of flying for jet-card customers.

The company has signed contracts in Dubai and Europe, and is looking for partners in the U.S. and China to provide access to a worldwide fleet for members. "We often find that a businessman who takes a scheduled flight abroad wants to use a business jet to destinations beyond," said Wadhwa.

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