

<b>SENSEX</b>	21254.23	<b>NIFTY</b>	6320.15	<b>US\$</b>	₹61.61	<b>GOLD</b>	₹29495	Type Stock Name	GO
-35.26 ▼	-0.17%	-0.75 ▼	-0.01%	0.06 ▲		0 =	0%	Mutual Funds Lookup	GO
Gainers	Losers	Gainers	Losers	Pound	Euro	Silver	Oil	Type Commodity	GO

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## Fly the skies in style

Jimmy Jacob Edition: Dec 22, 2013

**TAGS:** Baron Luxury and Lifestyles | jet card | Indian entrepreneurs



The interiors of the Challenger 604, which figures in the Baron fleet of private aircraft.

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No, you don't have to own a fleet of aircraft to be a jetsetting businessman.

At least that's what the people at Baron Luxury and Lifestyles have to say. Offering Indian businessmen as well as celebrities a substitute to aircraft ownership by introducing Baron Eagle Membership, India's first global jet card, it helps them save time by reaching out to as many as 160 airports across the world.

Listing out the reasons why this would be beneficial for high-flying personalities in India, Baron chairman and CEO Rajeev Wadhwa says, "At Baron, we strive our utmost to provide an incomparable private flying experience each and every time. For one, it presents you with all the advantages of owning your own private jet - without having to put up with the hassle of bothering about maintenance and related expenses."

For starters, it's an immensely time-conserving option. Says Wadhwa: "Once you have the global jet card, you can get an aircraft ready to transport you within hours. And unlike regular air travel, you do not have to arrive hours before the flight time to get through security lines; arriving minutes before the scheduled departure time will suffice. What's more, if you are running later than expected, you can even delay the aircraft's departure."

If that's not enough, take the convenience factor into account. For instance, the jet card holder is able to land closer to his destination simply because there are more airports that can accommodate private aircraft - as opposed to larger commercial aircraft. This results in a substantial reduction of ground transportation time. Besides this, the near-zero restriction on bringing goods into the plane cabin cuts down on precious time spent waiting for your luggage at the airport conveyor belt. No lost luggage either!

The other factors going for the jet card, according to Wadhwa, is increased productivity, reduced travel stress and the very fact that you can impress your client by whisking him away to other locations at the shortest notice possible. Now, isn't that just like showbiz?

But what was Baron's inspiration for the jet card idea? "The value of private flying was always considered very high - it was always perceived that private jets are an expensive proposition. But, at the same time, a sizeable number of Indian entrepreneurs have always aspired to own aircraft of their own. We saw opportunity in this," said Wadhwa.

And given the fact that Baron started with just three dedicated aircraft, two Jets and a helicopter, you can see that it has come a long way indeed. Today, its aircraft fleet comprises a mix of of helicopters, single-engine, twin-engine, turboprop, entry jets, midsize jets and executive jets capable of flying to London non-stop.

"We wish to fly 5,000 hours in 2013-14, and - as of today - we are well on track," says Wadhwa.

So, what are Baron's plans for the coming year? "Baron currently connects India with 160 locations, and its aircraft contracting inventory currently allows them to fly in 32 countries with seven business partners. We plan to extend this to more than 60+ countries in 12 months' time, with our own offices in the Middle-East and Europe," says the chairman and CEO.