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Baron Luxury launches global jet card for corporate, HNIs

PTI Sep 4, 2013, 07.39PM IST

Tags: [Rajeev Wadhwa](#) | [HNIs](#) | [Baron platinum](#) | [Baron Luxury and Lifestyle](#) | [Baron Eagle](#)

MUMBAI: Private air charter services provider Baron Luxury and Lifestyle today launched its global jet card Baron Eagle, which offers a complete air travel solution to corporates and high-end individuals.

"By launching India's first global jet card, we aim to redefine ownership of a private aircraft. With the dollar value touching all-time high, the card provides an ideal choice for customers to avail all the benefits of owning an aircraft at a fraction of ownership cost," Baron Luxury and Lifestyles chairman and chief executive Rajeev Wadhwa said after the launch.



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The card offers membership in three categories - Baron platinum, gold and silver.

The "by invitation only" membership programme will offer individuals and corporates all the benefits of owning a large fleet of aircraft depending on their requirement, at a fraction of the ownership cost and allows its members to fly private to most international destinations, he said.

Jet cards are prepaid cards where a set amount is deposited against a specified number of flying hours based on various aircraft requirements. The balances are adjusted based on the usage over a period of time.

The unique functionality of the baron Eagle is that it provides the most flexible programme across various aircraft types including rotary and fixed wing aircraft, Wadhwa said.

The programme enables its members assured availability of aircraft even when they travel abroad and will take care of their private flying needs internationally.

"We have invested heavily in designing world class processes and are investing heavily in training to ensure strict execution of these deliverables which will set a new standard in the industry," Wadhwa said.

With an expected demand for 450 new aircraft over the next few years, general aviation market in India is expected to grow by 10 percent per annum for the next 4 years, he said.

"Baron aims to tap into this demand and plans to have over 500 members in next 3 years with its customer focus on corporate, celebrities and ultra HNIs and expects to fly over 25,000 hours by 2016-17," Wadhwa said.

Baron fleet comprises of single and twin engine helicopters, cost effective and efficient turboprops as well as mid-size and large executive jets.

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