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## Baron Luxury and Lifestyle to launch 'Baron Women' next month

Plans to expand aircraft fleet size to 25 by year-end; set up offices in Delhi and Bengaluru

By Deepak Tiwari & Imran Khan | Mumbai

Baron Luxury Holidays, a division of Mumbai-based air charter and yacht service provider, Baron Luxury and Lifestyle Private Limited, will launch a product dedicated for female travellers early next month. 'Baron Women' will focus on providing short luxury holidays to domestic and short-haul overseas destinations like the Maldives, Sri Lanka, etc.

Speaking about the concept, Rajeev Wadhwa, Chairman, Baron Luxury and Lifestyle said, "The basic idea behind launching the product specifically for women is to provide them with an entire luxury experience with a tailor-made and customised package. We are targeting the ultra-elite segment of female travellers with luxury offerings like services of a private jet or helicopter, visits to high-end casinos, destinations, spas etc. A team of female professionals has been put together to service the clients of this product." According to Wadhwa, Luxury Tourism in India is growing rapidly in India and the division expects to generate about Rs 40-50 crore within one year with this new and niche product. Apart from 'Baron Women', Baron Luxury offers customised signature travel products and services for High Net-worth Individuals (HNI) and families.

Launched in June 2011, Baron Luxury and Lifestyle Pvt Ltd also has Baron Aviation as one of its subsidiaries with a fleet of two single and twin-engine helicopters, one mid-sized executive jet and three executive jets. Wadhwa informed that the company is planning to increase its fleet strength to 25 aircraft by the year's end and will also expand its footprint in India by setting up offices in Delhi and Bengaluru in next three months. "We operate in a very niche segment and business is mostly through word-of-mouth publicity or referrals. We want to do a very selective and quality job to convert the luxury holiday experience into an ultra-luxury one. Taxation issues remain the biggest concern for us and we would like the government to float policies for fractional or co-ownership of aircrafts. Our aim is to generate total revenue of Rs 200 crore by 2014," stated Wadhwa.