

Airnetz targets SMEs with low-cost charter planes



Ritesh Kakkad

Airnetz Aviation, a Mumbai-based business aviation firm, is seeking to expand the scope of business aviation globally by gunning for small and medium enterprises for its private charter service.

Atul Khekade, co-founder and chief executive officer, Airnetz Aviation, told “We want to make business aviation come within the reach of a large number of small businesses. Currently they may be using business class in airlines, but for a small premium we want to make charter aviation affordable to them. None of these companies would be able to spend Rs 1 crore on other business models like fractional ownership. Business aviation makes sense when the audience is broader.”

“Indian SMEs do not charter planes that cost Rs 3,75,000 per hour. Airnetz offers turboprops at Rs 65,000 per hour for 6 passengers.

These aircrafts can fly to even the smallest airports. Chartering turboprops is the biggest growth market in India, increasing at over 50%. Big jets are only used by some billionaires in India.” Khekade said.

Airnetz also has the different business model of not owning aircraft but just marketing them. The company is creating franchisees by

tying up with owners of small jets, which will then be marketed through Airnetz. Its fleet will consist of both fixed wing aircraft and helicopters.

Khekade said, “We have letters of intent from seven owners. The investment for the planes would be put in by the franchisees. We would be putting in over \$2 million in the business. The franchisees would have the option to go for very light jets (VLJ) to a small business jets. They would then be marketed under our brand on a revenue sharing basis with the aircraft owner.”

Ritesh Kakkad, Co-Founder of Airnetz, said “Airnetz Charter Inc is our First Virtual Airline. We Control Online GDS (Global distribution system), Customer care, In-flight Service and Ground Service. We are also into innovative concept like FlightPool.com where customers can book tickets per seat basis which are near business class tickets.” With the online GDS booking system at www.airnetzcharter.com you can have a quick quote between any two airports in the world and you can send a booking request as easy as you order Pizza”.

*For Further details contact,
Ritesh at ritesh@indsoft.net
or log on to www.airnetzcharter.com*



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