



NURTURING BUSINESS AVIATION



PRIVATE AVIATION AN ENABLER TO GROWTH

"A mile of highway will take you a mile, but a mile of runway will take you anywhere." True that! Whoever said this has probably captured the anomaly of Aviation or more specifically Business Aviation in the country.

India is on the road to economic advancement, and the reform trajectory is expected to steadily and gradually pave the way for a double digit growth over the next two decades. But what is the highway or rather the runway to development? Aviation globally is recognised as a trigger to the growth of businesses and economic development.

Aviation in India is airline centric and the entire aviation ecosystem and the value chain ranging from policies, regulations, airports and the mind-sets of the policy makers is narrowly aligned to the airline business. This is not surprising given the



ly as a strategic mobility vehicle by large corporates or government, providing flexibility of travel and significant economic value addition, by way of employment generation for the Aviation professionals as well ancillary industries connected with Aviation. Business Aviation can be a

Aviation? The one - sided lens through which India Inc. is viewed should be set aside. The short sighted view which says "He who is rich should be punished and taxed", is not a luxury which this sector can risk at the moment. So what are some short term reforms that can change the face of Business Aviation, which in turn can benefit businesses impacting the economy and by implication the common man?

ness aviation, which has two operating categories – private and commercial (NSOP or non-scheduled operating permit holders). The basic duty of 2.5% is the same for both categories. In addition, a Countervailing Duty (CVD) and Special Additional Duty (SAD) are levied on the Private category, resulting the overall impact to add up to 21%. Whereas the NSOP is levied a 2.5% duty with an exemption. This differential is not necessary given the basis of the structure which was meant to protect domestic manufacturing. In the absence of domestic manufacturing of civil or business aircraft in India, the rationale for a varied duty is missing. If rationalised compliance, trans-



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business.

REGULATORY: Since regulations are designed around the business of airlines this causes a peculiar set of problems for the private aviation segment. As an example, if one is recruiting a captain to command a private aircraft, it is a challenge to get pilots who satisfy the minimum 100 flying hours to be type rated for command. Add to that innumerable checks and route clearances. The challenge arises because the hours which private aircrafts ply is lesser in comparison to Airlines. As a result, pilots are taken up by airlines leading to a paucity of captains in private aviation. Therefore, rules need to be more adaptable for private aviation prob-

UDAN (Ude-
heDeshKaAamNagrik) vision for making airborne the common man. All very good

and the story promises a satisfactory beginning for UDAN. So where is the problem and where is this vision lacking?

The vision flounders when we broaden the aviation discussion with the Business Aviation strand. What is Business Aviation? Private or non-scheduled commercial aviation activity defines this space. Business Aviation can play an important role and needs an equitable policy environment to fuel growth. In order to enable Business Aviation in India to match global standards, policy makers need to recognise its importance as a tool in overall business development and the appreciation that investment cycles grow when private aviation thrives.

Developed countries boast of a fleet of Business aircraft which are used extensive-

key instrument in driving growth in the hinterland. As the government focusses on developing the under developed areas in the country and creating new business opportunities, businesses need to explore the potential in untapped geographies for setting up factories etc. Business Aviation provides quick access to distant places saving crucial travel time for executives and also connecting these remote places in an efficient and safe manner for entrepreneurs to drive their projects. This will lead to quicker on ground implementation of new projects, creating jobs and help generate economic activity in these regions.

What should the government be doing to give impetus to the growth of Business

INFRASTRUCTURE: There is a shortage of parking space at major airports, specifically Mumbai and Delhi, and this is one of the major hurdles in the growth of business Aviation. There is an urgent need to create alternate solutions, such as secondary airports in major cities that are business aviation friendly or probably even BA centric airports in Mumbai and Delhi. The revival and development of airfields/airports hitherto under used/ not used as proposed in the Regional Connectivity Scheme, could provide adequate facilities for the Business Aviation operations along with rationalising airport charges and user fees

TAXATION: This is a challenge. There is a differential import duty structure for busi-

ment Exchequer and industry and will also contribute to commerce and ease of doing



ably involving a different set of benchmarks and measures. Another area which needs urgent regulatory support to propel Business Aviation is "Aircraft management and fractional ownership". Authorities need to appreciate various nuances to these models, how they create jobs, bring down cost of ownership and access to business aviation, and how they serve to help the buyer / owner of the aircraft by mitigating hassles in the management of these assets in a professional manner.

What follows is that we need to address issues such as the above in right earnest to make the Indian Business Aviation at par with the global benchmarks and catalyse its multiplier impact on the economy at large...

Author : Sanjay Malhotra, President, Jubilant Enpro (views are personal)

Tete-e-Tete with Vice President Sales, Textron Aviation Singapore



CHRIS BOGAARS,
Vice President Sales, Asia Pacific
Textron Aviation Singapore

'TEXTRON AVIATION HAS ALWAYS BEEN A LEADER IN PRODUCT SUPPORT'

Textron is home to globally-recognized businesses, organized within five segments: Bell Helicopter, Textron Aviation, Industrial, Textron Systems and Finance. The company continually invests in next-generation products and services designed to win in the marketplace.

It recently appointed Jubilant Enpro Private Ltd., as its newest channel partner, serving as an authorized sales representative in the region for Cessna Citation business jets and Beechcraft King Air and Cessna Caravan turboprop aircraft. In an interview with Chris Bogaars, Vice President Sales, Asia Pacific, Textron Aviation Singapore we discover how the company is consistently striving to expand capabilities and availability to customers in India. Excerpts

VISION OF TEXTRON AVIATION FOR INDIAN MARKET

India has been and continues to be an important market for Textron Aviation. Our Citation Business Jets and King Air Turboprops are market leaders in their respective areas. We intend to grow and support the Business Aviation market with our existing aircraft and with the new aircraft we have in our lineup.

TEXTRON'S COMMITMENT TO INDIA

The needs of the Indian Business Aviation community are growing and we have the products to meet those requirements. We have newer aircraft with larger cabins and longer range to meet the growing aspirations of the aviation community. Our new aircraft the Latitude, Longitude and Hemisphere will provide higher levels of comfort and greater range for the varied missions of the Indian public.

TEXTRON'S EXPECTATIONS FROM ITS NEW CHANNEL PARTNER VIS-A-VIS INDIAN BUSINESS AVIATION INDUSTRY

Jubilant Enpro has a longstanding relationship with Textron. They have been the Bell Helicopter Representative for many years and we expect that their new relationship with Textron Aviation will continue in the same successful vein. Jubilant brings technical and marketing skills that will allow us to better service the Indian market.

INTEGRATED SOLUTIONS AND SERVICES PROVIDED BY TEXTRON

Textron Aviation has always been a leader in product support. We have parts depot strategically located around the globe and these together with our team of Field Service Engineers also located in every region provide real time support for our customers. Our recently launched One Call Support System provides our owners with a single point of contact with dedicated staff to take care of every issue that our owners may encounter.

TARGET AUDIENCE IN INDIA

Our target audience is quite large from flight schools wanting to train young pilots to fly, to special mission operators who do medevac or surveillance, from owner pilots who want to fly themselves to the large corporate houses who have a need to move their executives in the most efficient way. We have among the widest range of aviation products of any OEM and can satisfy most requirements.

PRODUCTS AVAILABLE THROUGH TEXTRON AVIATION FOR INDIA MARKET

Our products range from the Single Engine Piston flight Training Aircraft to High Performance Single and Twin engine Piston Aircraft. We have Single Engine and Twin engine Turboprops and of course our range of Citation Jet Business Aircraft.

CHALLENGES IN THE INDIAN REGULATORY SYSTEM

All regulatory environments have their own challenges and India is no different. We have found ways to work within the Indian regulations and we look forward to assistance from Jubilant Enpro to help us navigate the system.



GIVING WINGS TO YOUR SUCCESS!



ARROW the leader of Business Aviation services provides world class solutions for aircraft acquisitions, charters, operation management and MRO services.



GULFSTREAM SALES

Gulfstream Business Jets are the most technologically advanced luxury aircraft with varying size and range. The fleet includes G280, G500, G550, G600, G650 and G650ER.

Gulfstream



AIRCRAFT CHARTERS

ARROW excels in providing aircraft charters customised to a customer's mission and need. We offer you the freedom and flexibility of private aircraft travel with a guarantee of best pricing.



OPERATION MANAGEMENT PROGRAM

Aircrafts placed under the management of ARROW are assured of professional services that would make your flying a unique and seamless experience. We place an entire flight department at customer's disposal.



JET AVIATION

Authorised Sales Representative for Jet Aviation, that provides a world class Maintenance, Repair and Overhaul for all general aviation aircraft and is a leading refurbishment and paint shop based at Basel (Switzerland) and service facilities at Dubai, Singapore, Geneva and Hong Kong.

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