

ATP : First Flight's Plane Fact

The 8-ton capacity ATPF aircraft comprises the three-plane fleet that the company has acquired. This marks the entry of First Flight in the exclusive league of courier companies operating cargo aircraft in the country. With the fleet of three aircraft the company will cover 75 per cent of the total load factor of domestic cargo movement within the country.

R. K. Saboo, Deputy Managing Director of the company and the prime mover of the aviation foray of the company said that the "in-house aviation capability will give us a unique edge in the market. We will now offer full custodian control for all shipments moving within the country". According to Saboo, the fast pace of economic growth in the country, with a major percentage of the economic activity- taking place in the newer emerging markets, necessitates fast connectivity between the regional centers of growth. "Domestic market is expanding and businesses no longer restrict time definite shipments only for international destinations. Customers are increasingly looking for reliable and quick domestic distribution support to keep their supply chain moving", he said. According to AVM (Retd.) S. Gopalakrishna, COO of First Flight Aviation Division, the company will utilize these aircraft to boost First Flight's services.

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Foray into aviation

First Flight commences freighter operations

First Flight, India's one of the largest domestic courier companies, has started its freighter services with two ATPF aircraft between Delhi and Chennai with crossover hub at Mumbai.

Prompted by the fast pace of the economic growth of the country and huge possibilities of air cargo traffic within and from the country, First Flight decided to launch freighter services initially with two aircraft, which would be three in the near future. Though in the first phase the service originates and terminates in Delhi covering three metros with metros with 12 flights per week, the company has a plan to expand its services by launching its services from Bangalore and Hyderabad in the second phase when the third aircraft joins.



Addressing a press conference in New Delhi, R. K. Saboo, deputy managing director, First Flight asserted that in-house aviation capability gave the company unique edge in the market, and the company would offer full custodian control for all shipments moving

within the country. "Domestic market is expanding and business no longer restricts time definite shipments only for international destinations. Customers are increasingly looking for reliable and quick domestic distribution support to keep their supply chain moving," explained Saboo.

The Delhi-Mumbai-Chennai service is expected to offer better metro to non-metro connectivity through its strong network in the neighbouring big and medium business centre, viz. Pune, Nashik, Gurgaon, Faridabad, Nodia, Pondicherry, etc.

First Flight's focus will be on corporate clients and express cargo including domestic and international sectors. With a strong domestic network and huge domestic market base, the company is also planning to tie up with international airlines and logistics players. Meanwhile, First Flight has developed the global network by having presence in 11 countries. It serves 229 countries

worldwide, with its own offices, associate offices and agents at overseas locations.



On the company's USP, Saboo said, "We are known for 'Last to Pick Up and First to Deliver' consignments, showing highest efficiency. We

also provide various value added services to our esteemed customers. Anybody wants quality service, may come to us. We are well-equipped to offer premium services."

Currently, First Flight has 751 offices covering 1,800 destinations in the country, which include almost all big and small markets in India. The company airlifts 1,000 tonnes of consignments daily through commercial air services, and expects to achieve an increase of 30 per cent with the launch of its own aircraft. Each aircraft is expected to fly 175-200 hrs per month.

Logistics and Supply chain service to be launched

First Flight is also planning to launch full-fledged logistics division. The division will offer integrated logistics and end-to-end supply chain solutions to corporate customers. Speaking to the media, O. P. Saboo, founder chairman and managing director, First Flight informed that the company would be leveraging its existing strengths in the services it is currently offering, through its network and the recently acquired ATPF aircraft.

The company is targeting to set up operations of the logistics division in 20 major cities in the first year of operations, and is looking for a senior industry professional to take an operational responsibility as the division's COO.

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