

HAPPENINGS

Brand Equity



First Flight Couriers Ltd over these 2 decades has proved to be India's leading service provider in the Domestic segment. However we had consciously remained low profile and hence the fact of our rightful position may have not reached the common man who more often than not falls a prey to the media and its uncanny knack of making a larger than life picture out of nothing.

Hence in the year 2006 - '07 we had decided to tread however softly but effectively on to field of P. R. activity and the opportunity presented itself in a no better way than the launch of our Aviation division thus propelling us on to the exclusive club of Aviation within the domestic express Industry and as also being the only company in India to have its own fleet of freighter craft operating within the country.

In keeping with this we also recently launched a new look product broucher and tariff card which maintains a uniform color code and size so as to be recognized as the brand First Flight. During the last Regional Head's meet held on 5th & 6th November '06 our Chairman & Managing Director Shri. O.P. Saboo launched the new tariff cards & brochure by cutting cake which had the house color of Blue and Orange.

Well! this is just the beginning of FFCL's branding exercise.



PONGAL 'O' PONGAL



Pongal, the embodiment of tamil culture, is a 4 day long traditional harvest festival. In an agriculture based civilization, where the harvest plays a vital role, the farmer depends on cattle, timely rain and the Sun for cultivation & hence during this festival, expresses his gratitude to Mother Nature for having supported him through out the year.

Having understood the vital role played by our Field Staff towards the growth of our company, we at Chennai, took the occasion of the festival to show our love & appreciation to those who had achieved their revenue targets.

We awarded the achievers with a "special pongal gift pack", containing the ingredients used to cook the traditional sweet-dish, on the day of Pongal. The magnetic attraction is that some of our managers personally took the extra care to deliver these gift packs directly to the family of the Field Staff at their homes.

The highlight of this year's Pongal Celebration, was that our honorable D.M.D., Mr. R.K.Saboo, along with our Sr. G.M., Mr. M.S.Vijaykumar, personally visited one of our Field Staff's home to give away the "Pongal Gift Pack" to his family. The field staff, Mr. Ganesh & his family were totally joy filled and took it as a great recognition and expressed their heart-felt gratitude for having received such a Special Pongal Gift.