



Atlantic aviation

www.atlanticaviation.co.in

**General Sales and Services Agent
for Cargo and Passenger Airlines**



Vision

Fulfilling commitments with immense motivation and passion creating continued value to the Principals.

Mission

To be a focused organization full of dynamism basing its success on quality and governance globally.



Atlantic Aviation is a professionally managed General Sales and Services Agent for Cargo and Passenger Airlines formed by a dynamic team of experts from diverse segments of aviation industry delivering a strong background of years of proven success, trust, well established relations with authorities and thorough knowledge at all locations in India.

Atlantic Aviation has the expertise, infrastructure and financial support to provide full range of Cargo and Passenger Services in India including branding, planning, assistance through local regulations, sales & marketing, and supervision of cargo and passenger terminal operations. With a thorough customer oriented approach, Atlantic Aviation takes pride to provide flexible tailor made packages to its customers ensuring profitability and operational excellence.

Company structure and background

Atlantic Aviation was formed on 27th November 2013 as a General Sales and Services Agent in India, financially well backed by an eminent media personality.

Atlantic Aviation's management team comprises of professionals possessing an average of minimum 14 years of experience from operational and commercial departments of different segments of aviation industry including Cargo and Passenger GSSA, Cargo Warehouse Management, Ground Handling and Logistics.

In GSSA business, the team has a successful background of handling Turkish Airlines, Malaysia Airlines, Royal Brunei, China Airlines, Korean Air, Air China and many offline carriers.

The team also has smooth and well established relations with regulatory authorities, service providers related to aviation industry, and Embassies in India.

Diversified expertise of the team enables Atlantic Aviation to provide comprehensive support to its customers ranging from regulatory guidance, set up of offices in India including expat relocation guidance, PR activities including launch events and media management, cargo and passenger sales, cargo and passenger terminal supervision, and assistance to finalize the most profitable Ground Handling and Cargo Warehouse Agreements based on the requirements of the ground reality of the locality.



Management team:

Rajiv Sethi - *Managing Director*

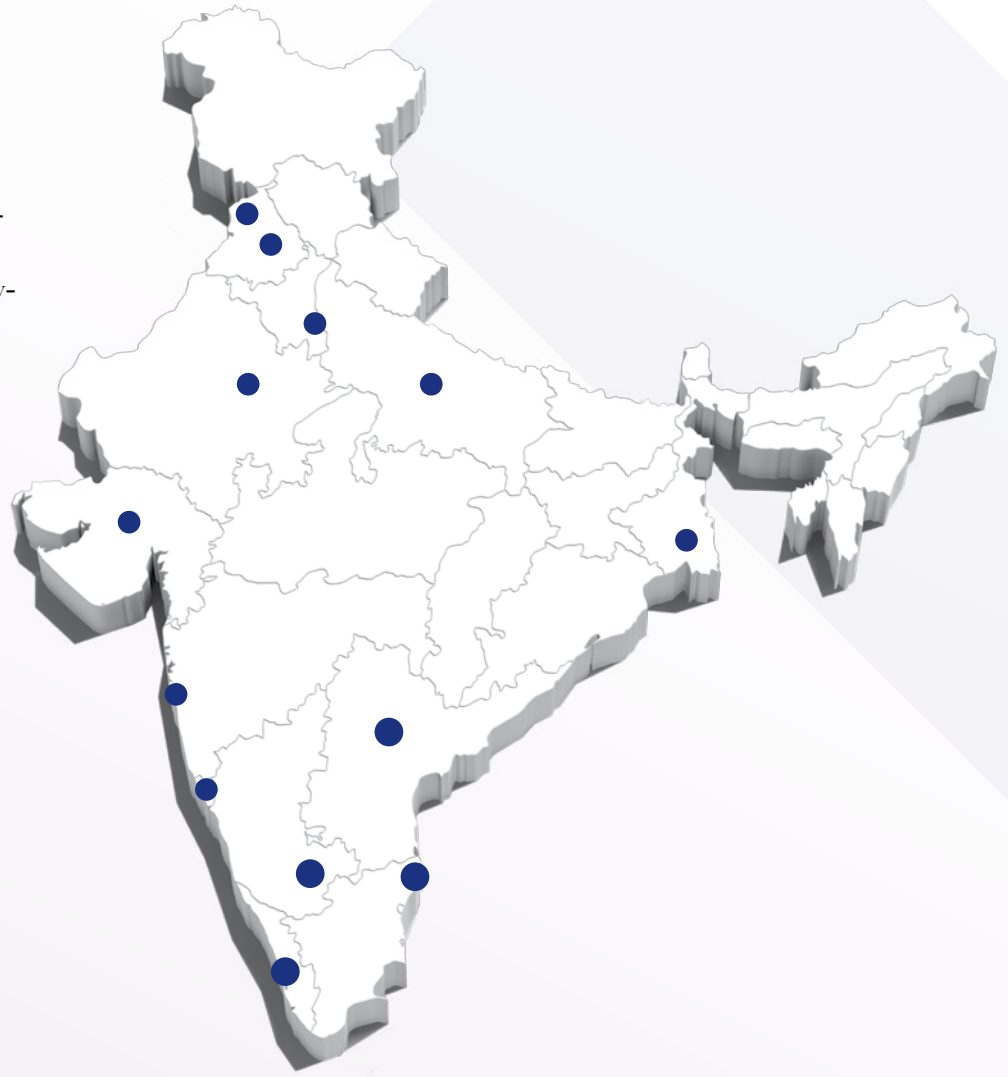
Sandeep Datta - *Chief Executive Officer*

Gizem Demet Gulsen - *Vice President Business Development*

Sanjeev K John - *General Manager - Operations, Service Standards, and Contracts*

Coverage

Atlantic Aviation has a sizeable presence in the Indian Domestic market and has expertise and experience covering all stations in India.



Core Competencies

- Pan India expertise
- Thorough market knowledge
- Strong and well established relations with Authorities
- Target focused dynamic workforce
- Marketing & PR initiatives
- Aggressive sales & promotions
- Sound financial support
- Cost effective, flexible and efficient solutions
- Tailor made services
- Comprehensive coverage of various verticals of aviation chain

Atlantic Aviation believes in long term efficient relations with its Principals, hence continuously aims to act as a business partner rather than just a service provider covering all aspects of its Principal's operations in India from inception to success offering,

- Strong expertise across India for Cargo and Passenger sales and services and intensive market knowledge ensuring ultimate profitability
- Cargo and passenger terminal supervision ensuring smooth operations
- Well established relations with authorities and thorough knowledge of regulations to guide and support its Principals for obtaining necessary permits
- Regulatory guidance for expat relocation and company set up
- Wide database of customers network, providing its Principals a point for instant start up
- Database of service providers such as Ground Handlers, Cargo Warehouse Operators, Catering Companies and Hotels across India and expertise in IATA SGHA Contracting versions to support its Principals to get the maximum benefits out of such agreements
- Experienced operations team to supervise Cargo and Passenger Terminal operations.



Services



Sales

- Experienced dedicated sales teams covering all regions in India.
- Innovative sales strategies
- Expert knowledge on the local market
- Commercial viability study
- Weekly and monthly reports to the principals

Marketing

- Regular corporate and promotional events
- Occasional offers and festive gifts
- Liaison with key trade publications for press releases and advertising
- Mail shots to database of passenger and freight clients
- Sending regular newsletters



Operations

- Dedicated team for Cargo and Passenger Terminal supervision.
- Sound knowledge on specialized cargo such as perishables, VAL and DGR

Regulatory Guidance and Administration

- Follow up and update on local regulations
- Administrative assistance with Regulatory Authorities and Trade Bodies
- All regulatory approvals



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