

Jetfleet: the Car Rental Industry

TODAY organized car rental captures 20% market share & its growing at 30% CAGR. In 2006, JetAir Group has seen this opportunity as flourishing & embarked on to this business with Jetfleet name. Jetfleet is set-up to provide a unique personal mobility solution targeted at corporate & leisure travel business in India. In the same year government has also taken regulatory initiatives and introduced premium taxi service in Mumbai & Delhi, where they invited private companies to tender for getting taxi licenses under Radio taxi Scheme. The same is now followed across major cities in India.

Through this scheme many private companies started operating under their own brand name & these taxis are brand new air-conditioned cars fitted with GPS & electronic meters, point to point service, fare as same as local cab & regulated by State Government.

Most of the consumers have found it as next generation taxi service, since these taxis have credit card payment facility, professionally trained and courteous drivers, lost and found services, feedback services. Further one can also do online booking with real time updates, on their website, access call center 24 X 7 & Mobile App and travel in brand new cars.

With Radio taxis coming in, commuters have got option to switch to better way of travel especially in corporate sector; those in needs of customized & personalize commuting options that can be used for multiple visits with retention, intercity trips, etc. Thus the Car rental Service in India had a boost and now a days these companies started offering 360 degree solution. Most of the corporate would like to make their travel as special and they have not found the radio taxi service as total solution, as they wish to have the rented car to have all the facilities like corporate own car.

Jetfleet is present in all key metros and tourist destination throughout India, offering chauffeur



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driven service, Who are trained and courteous In fleet they offer the entire variant like compact (Ikon) to luxury (BMW) cars to match the luxury & style, newer car models which minimizes downtime, optimize comfort level & ensure safety of customers.

Traveler can choose from some of the best commuting plans such as 1hr/10km package or half day/full day packages. To make traveler journey joyful they also provide value adds like newspaper, bottled water, laptop & mobile chargers on request.

In the last eight years Jetfleet has become India's fastest growing car rental company offering customized solutions to client's mobility needs; at the same time as fulfilling quality service and customer delight.

Jetfleet understand critical aspect of airport transfer and to provide hassle-free & comfort service to traveler. With this logic, Jetfleet Airport transfer service was introduced and the service is present in all major airports in Tier 1 and Tier 2 cities all over India. Our best-in-class operating processes, a dedicated 24X7 call center & online booking through website ensures that all arrivals & departures are well coordinated. The hubs are conveniently located close to the airports to ensure timely drop & pick-up.

Jetfleet also manages on ground transportation for events &

conferences and provides a resource to coordinate the movement.

Jetfleet has imbibed the group's 'client-first' culture, enabling it to develop & deliver its own unique brand of customer-centric service capabilities across multiple verticals.

Jetfleet is unique in offering the best of safety, luxury, comfort, punctuality, assured delivery to corporate clients. Because of large network strength they offer timely delivery, and it helps them to gain business trust of corporate & leisure travelers.

In these days visiting travelers prefers self-driven car instead of chauffeur driven due to convenience, privacy & flexibility, although few companies have self-driven cars in the market place, however in India it is evolving a full phase self-driven segment. It is mainly due to local regulatory restriction, insurance, procedural aspect of government agencies that comes in a way of expansion. It is sometime now such models working in India and Jetfleet is gearing up to meet these challenges.

The role of the government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now an integrated part in enabling infrastructure through effective partnership with various stakeholders.

In Tourism, the car rental comes from the travelers need to customize for every mile covered in India. Every tourist travelling expects better comfort, luxury, safety & transparency. Jetfleet gains strong brand re-call from leisure traveller coming to India because of these reason, also we have strategic association with JetAir which gives Jetfleet an advantage over others.

Jetfleet recently has been rewarded with Safari India National Tourism Award for the year 2014 in the category of 'Best Tourist Transporter Provider'.