

JetSetGo



In India, the private aviation sector is still in its infancy. Private jets and helicopters account for only 15% of all aircraft movements there, a tiny percentage when compared to the rest of the globe. The industry is currently incredibly fragmented and disorganized, but it is also expanding very quickly.

According to Tekriwal, "JetSetGo is looking at capturing a minimum of 20% market share by the end of the year."

Currently, JetSetGo receives 162 visitors per month, of whom 64.5% are first-time users.

India-based JetSetGo is a private aircraft business. It provides a range of aviation services, including consultation, aircraft management, and private jet and helicopter rentals. Since its founding in 2013, the business has expanded to take a commanding position in the Indian aviation sector.

Helicopters, turboprops, light jets, midsize jets, and heavy jets are just a few of the several aircraft options that JetSetGo provides to its customers. Additionally, the business offers specialized services for VIP charters, air ambulance services, corporate travel, and medical crises.

JetSetGo has received numerous honors and accolades for its innovation and performance in the aviation sector. The business places a high priority on safety and complies with all applicable international aviation regulations.

Target Audience

JetSetGo serves two different consumer segments: business travelers and vacationers. Both of these have both domestic and foreign customers.

The business traveler: Those using private jets for business generally do so to travel to airports not being serviced by commercial airlines in India today or to save time or even a combination of both.

The leisure traveler: Travel advisors report that the number of affluent travellers between the ages of 40 and 55 has skyrocketed. Not only that, more well-off families in their 30s and 40s are planning vacations and adventure trips with their young children. The reason: they love to travel and want their children to experience the world.

Business Model:-

- 1) JetSetGo acts as an intermediary between customers and the private jet companies. So when a person books a charter flight or a helicopter then they would get some part of the commission.
- 2) They work as a shared chartered service so if they rent a plane then they would not give the entire plane to one person rather they would make an uber type model to give each person one seat in the plane according to their choice for some price.
- 3) JetSetGo Aviation plans to adopt a "pay-as-you-go" finance strategy and is developing a new financing model. In accordance with this arrangement, the corporation is compensated based on the number of flights made by the aircraft. JetSetGo is also looking into revenue-sharing arrangements.
- 4) They also have different wings under them such as JetSetWed, JetSetYatra, etc.
- 5) JetSetGo is set to revolutionize the private aviation business by redefining the experience for private charter customers through end-to-end control of the value chain with collaborative partnerships and technology at its core. Tekriwal claims that JetSetGo is India's first and only marketplace for private jet charter.
- 6) JetSetGo is growing at a rate of 70 percent year on year. Its customer range starts with a net worth of \$10 million and above which comprises corporate houses, celebrities, politicians, and decision-makers.

Company	JetSetGo	ICATT
Founder	Kanika Tekriwal , Sudheer Perla	Dr. Rahul Singh Sardar and Dr. Shalini Nalwad
Revenue	Jetsetgo Aviation Services's operating revenues range is INR 100 cr - 500 cr for the financial year ending on 31 March 2022.	Revenue ≤\$5M also working on government responses.
Business Model	Works as an intermediary between the jet providers and the people who would need the jet. Earns mostly from the commission.	Works as a service mostly for hospitals like if a hospital requires a transplant then they would act as a point of contact between them and the organ donors. They get their money from the hospitals.

Major Focus	<p>The majority of the Focus of JetSetGo is to expand jet services and promote it so much that people would add it to their lifestyle. They introduced JetSteals which would be a cheaper option for a flight. It also has set foot as a chartered flight service for weddings and chardham yatra, and also it has a wing called JetSetMedical which works extensively as a wing that can help in medical emergencies.</p>	<p>ICATT's major focus is on working as an air ambulance service and also will be useful as an organ transportation model so they instead of focusing on catering to the general public work with the transplant centers to perform organ donations and they have expertise in them,</p>
Work in Medical Field	<p>JetSetMedical which provides services such as</p> <ul style="list-style-type: none"> • Bed-to-Bed Services. • Emergency Medical Retrieval Service. • Quick Reliable Transfers. • Quality Air Ambulance Service. 	<p>Primary Focus on Patient Transportation and Air Ambulance and have quite a lot experience in it also they have quite a lot MOU's with hospitals.</p>
Fleet	Both of them don't own a fleet but act as an intermediary	
Cities Operating	Both Mostly operate in Entire India.	
Experience	Experience in Commercial Chartered Aviation less in healthcare sectors	More Experienced in Health Sector
Final Comments	More Expandable as Growing Rapidly with their fleet but have less experience in the field	They are not growing as rapidly as JetSetGo but they have huge experience in the field of medical transportation and organ donation.