

## NEPC Airlines



One of the more prominent achievements is NEPC Airlines and Skyline NEPC of India. We first formed our association with NEPC, then a substantial Indian company quoted in both Bombay (now Mumbai) and Europe in 1992. At this stage the NEPC board were considering entry into the recently deregulated domestic aviation sector.

**Feasibility study** - ABA undertook the initial feasibility study which included the first full-time airline orientated macro-market study to be conducted in India. The results showed an optimal entry path into a short-haul turboprop operation servicing new, or under-served sectors in Southern India with a controlled growth into jet operated medium haul routes selected through careful micro-market analysis.

**Start-up** - ABA was retained with responsibility for all aspects of the start-up. This included obtaining the Air Operator Certificate (AOC), aircraft supply, crewing, training, engineering, interline agreements, IATA membership, CRS, sales and marketing. By mid 1995, ABA had located, negotiated and supplied nine F27-500 turboprop aircraft for NEPC, two King Air executive aircraft, a flight simulator and \$8m in spares and support equipment.

**Market & yield management** - the airline became profitable as a result of closely controlled yield management in a low yield market with 85% + load factors. ABA sets up management information systems which allowed the board to monitor, interpret and act on the key market, fiscal and operational parameters.

**Success** - by 1996 NEPC Airlines was the premier private sector carrier in India. In 1997, ABA handed over total control of a \$100m + fully functioning and healthy airline to the board. We are proud to be behind this wonderful success story.

**aba**



ATLANTIC BRIDGE AVIATION LIMITED