

SAir Air BD strengthens role as country's one of the leading airline representatives

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Dhaka : SAir Air BD Ltd, one of Bangladesh's leading travel service providers, has emerged as a recognized success story in the aviation sector, building strong partnerships with international carriers and adapting to a rapidly evolving market.

The company currently holds the General Sales Agent (GSA) mandate for Himalaya Airlines (H9), along with Passenger Sales Agent (PSA) mandates for Thai VietJet Air (VZ), Yeti Airlines (YT), and Pegasus Airlines (PC). Under the leadership of a highly professional management team, SAir Air BD has established itself as a trusted partner for both airlines and passengers.

"Our mission is to provide comprehensive passenger and air cargo representation while upholding each airline's unique identity and value proposition," said Md Moniruzzaman Rose, Director, SAir Air BD Ltd

while talking to The Bangladesh Monitor.



Md Moniruzzaman Rose

"We are committed to building fair, transparent, and long-term partnerships that deliver market-leading results," he added.

He said, the GSA sector in Bangladesh is at a turning point, with government reforms addressing issues such as artificial ticket scarcity and unfair pricing. These measures are expected to improve transparency, protect passengers, and create new opportunities for growth.

In this changing environment, GSAs are being called upon to do more than manage ticket sales. Their role is expanding into strategic partnership, offering airlines local expertise, market intelligence, and

regulatory support.



"The future of GSAs is not about disappearance but adaptation," Rose added. "The key lies in embracing innovation, providing undeniable value, and becoming essential partners for the airlines we represent."

As Bangladesh's aviation industry continues to expand, SAir Air BD Ltd is positioning itself at the forefront of this transformation - ensuring sustainable growth, stronger partnerships, and enhanced services for both airlines and travelers.