

## Fly Dhaka to receive consultancy from AirAsia Consulting

A Monitor Report

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Dhaka : Country's upcoming airline Fly Dhaka has appointed AirAsia Consulting, a new aviation consultancy arm under AirAsia Aviation Group Limited (AAAGL), to provide the start-up carrier with consulting services.

On this occasion, Lt Gen M Fazle Akbar (Retd), Chief Executive Officer, Fly Dhaka, said, "We are thrilled to partner with AirAsia, which has been hailed as the world's best low-cost airline for more than a decade. With AirAsia Consulting's guidance, we will seek new opportunities and ultimately achieve our main goal of being recognised as the country's best low-cost airline. We also believe this partnership will give AirAsia greater access to Bangladesh which is proving to be an exciting market with significant potential given the recent investment boost in the country's aviation infrastructure."

Fly Dhaka has secured the No Objection Certificate (NOC) in October 2021 and is currently in the final stages of securing its Air Operator's Certificate (AOC). Fly Dhaka has also made significant progress in securing the appropriate aircraft for its soon to be launched domestic operations.

Also, Fly Dhaka will likely be the only local Airbus operator in Bangladesh, utilising AirAsia's vast experience of the A320 Family of aircraft, added Fazle Akbar.

AirAsia Consulting was established in April 2021. It utilises AAAGL's vast

experience, expertise and best in class performance to offer a wide range of services for airline clients. These include areas such as airline strategy, fleet evaluation and planning, network strategy, scheduling, turnaround time, on-time performance and crew optimisation, aircraft induction support, operational excellence in various areas, fuel-saving initiatives, as well as industry-leading low-cost airline (LCC) best practices and initiatives.

Subashini Silvadas, Chief Executive Officer, AirAsia Consulting, said, "AirAsia Consulting was born with the mission to provide world-leading LCC consultancy services to clients who are either looking to establish new LCC airline brands or improve their own existing operations, by emulating AirAsia's successful business model. We are excited to be able to help Fly Dhaka take flight as a new up-and-coming low-cost airline and help it create a strong foundation for its operations based on AirAsia's best practices as guiding principles."

"Given the low LCC penetration of only 11 per cent in the country, both AirAsia and Fly Dhaka see huge potential in the Bangladeshi aviation industry. Eventually, Fly Dhaka will also be able to tap into AirAsia's vast network and hubs to allow its passengers to connect to other places in the region. Fly Dhaka, with AirAsia's support, is expected to become a world-class LCC offering low fares and value for a new generation of passengers, boosted by its active adoption of technology in their operations," Silvadas added.