

## FOR IMMEDIATE RELEASE

### **BJETS empowers Delhi-6 in a World Record attempt** *- Cast and crew to embark on a seven city tour within 12 hours-*

**New Delhi, February 19, 2009** – BJETS, Asia’s first dedicated fractional and block charter jet operator ties up with the much awaited movie Delhi-6. This tie up will enable the cast and crew of the movie to embark on a seven city tour within 12 hours in an attempt to enter the Guinness Book of Records for the Most Public Appearances by a Film Star in 12 hours. The tour will include Ghaziabad, Noida, Faridabad, Delhi, Chandigarh, Baroda and Mumbai . At each city fans will have an opportunity to meet and greet the cast and crew of the movie. The tour will culminate with a star studded premiere at PVR Juhu, in Mumbai.

As part of promotions for the movie the lead actor of the film, Abhishek Bachchan will embark on this whirlwind tour that is powered by BJETS.

The movie is about American-born Indian, Roshan portrayed by Abhishek Bachchan, who brings his ailing grandmother back to India. Little does he know that the quick trip will turn into the longest journey of his life - a journey within. The backdrop of the story is the old walled city of Delhi, better known as Chandni Chowk, a character in itself. It represents the chaos, religion, beliefs and ethos of the Indian people. The PIN code of that part of the city is 110006, and it is traditional to use only the final two digits of the pin code after Delhi.

Announcing the tie up, **Mark Baier, Chief Executive Officer of BJETS** said, “BJETS has been synonymous to both convenience and comfort and the alliance with the forthcoming film Delhi 6 is an extension of our brand expertise. Our association for the promotional tour of Delhi 6 is aimed at creating a world record of red-carpet premiere’s in seven cities that is only possible with the support of private aviation services. We are delighted to be the exclusive partners in creating history with this season’s most anticipated movie - Delhi 6.”

Flying across India and Southeast Asia, BJETS is the first private aviation company with a holistic approach to private jet travel, providing bespoke services with Asia’s largest and youngest private jet fleet. Through BJETS’ innovative fractional ownership, block charter, and aircraft management services, clients ranging from wealthy individuals to corporations or even aircraft owners now are empowered with the flexibility to decide their own itinerary, route, and choice of jet. Such services were previously lacking in Asia.

The company is based in Mumbai and Singapore, with an Operations Centre in Hyderabad. BJETS was founded by the entrepreneur Bala Ramamoorthy, Managing Director of the Briley Group. The Briley Group is the majority shareholder in the privately-owned BJETS. The other significant shareholder is the Indian Hotels Company Ltd., a part of the Tata Group.

#### **About BJETS**

BJETS is Asia’s leading private jet services company which is set to operate the largest fleet of private aircraft across India and Southeast Asia. BJETS offers fractional ownership, block charter



and aircraft management services to corporations and high net-worth individuals in the region. The company was officially unveiled at the Singapore Airshow in February 2008.

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More information is available at [www.bjets.com](http://www.bjets.com)

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