

## **PRESS RELEASE**

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### **The Investment Seminar Launch of Royal Bengal Airlines:**

Royal Bengal Airline (RBA), the first UK based company to launch an airline in Bangladesh invited members of the public, community leaders & special guests to an exclusive seminar at the Crowne plaza hotel in Docklands. This was an opportunity for the Bengali community to be introduced personally to the Royal Bengal Airline's launch plans, investment opportunities and to meet the RBA team.

The visionaries and the founders of RBA have been working towards this project since 1991. Due to various restrictions and limitations in the early nineties it was not possible to move the project forward swiftly. Times have changed since then and a collaboration of the founder members and a group of professionals who shared the same vision decided to form RBA in early 2006 to make the airline dream a reality. The team has evolved quickly and continues to grow from strength to strength. The founding members are UK based and come from a wide range of backgrounds and bring with them vast experiences from the business, academic and aviation world. Royal Bengal Airline have hired aviation consultants with decades of experience to help with all aspects of its launch and day to day running of the airline.

RBA's mission is to launch a reputable international Airline that is safe, secure and reliable in all aspects of the aviation industry. The airline will offer competitive fares all year round to a wide range of destinations in Asia. The primary service will operate directly to Sylhet and Dhaka with no need for domestic transfers in between. This is now possible due to the proposed expansion of Sylhet airport. Royal Bengal Airline plans to launch its domestic and international services simultaneously in the first quarter of 2007.

Mohammed Shalim Rahman, the managing director of Royal Bengal Airline described to the hundreds that attended the seminar of the employment opportunities and excellent customer services that will be offered; " We will be creating over 1000 employment opportunities around the world. RBA staff will consist of experienced pilots, cabin crew, ground staff and highly trained and competent individuals with a passion for the company and the aero industry. Staff will be well trained to an extremely high standard where great emphasis will be placed on excellent customer service with the customer always coming first."

Mizanur Rahman, an executive director of Royal Bengal Airline talked to various potential investors after the presentation and described to them how journeys to and from Bangladesh will be revolutionalised; " The experience of ticket booking, airport check-in and flight journeys will be simplified and hassle free. Online booking, call centres and company high street ticket offices will be introduced. Check-in waiting times will be reduced and innovative "excess baggage" policies and products will be set up. Journeys will also be comfortable with friendly staff attending to passengers' needs"

Royal Bengal Airline is offering a limited number of lifetime opportunities to be part of history and be a proud owner of an airline. The investment opportunities involve a minimum investment of 12,500 pounds (GBP). Honorary directorships are currently being offered with an investment of 100,000 pounds (GBP).

Forhad Hussain, a director of Royal Bengal Airline and a graduate from Imperial college London with a masters degree in aeronautical engineering said "the response from the community has been amazing, we have had a phenomenal response to our investment marketing with 40% of investment stakes already reserved."

Royal Bengal Airline will be a worldwide leader in the aviation sector. It will build a unique brand that will leave a long term legacy for all involved. It will seek to grow, invest in its people, work with the community and build partnerships, all leading to added share value for its shareholders.

For an investment pack, questions on the venture or to arrange an investment meeting please contact the Royal Bengal Airline team.

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#### **Notes to Editors:**

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