

RECORDER REPORT

**MoU inked with PIA: KATI members to get discount on domestic, int'l
airfares**

KARACHI: Korangi Association of Trade and Industry (KATI) has signed a memorandum of understanding (MoU) with Pakistan International Airlines (PIA) on Monday.

According to the MoU, a special ticketing counter would be established for business community and PIA will offer 5pc discount on domestic and 7pc on international flights to KATI members.

Speaking on the occasion, PIA CEO Air Marshal Arshad Mahmood Malik said that revenue of the national flag carrier has increased 41 percent during last six months.

He said as a result of corrective measure, financial performance of the airlines has improved and the revenue increased.

He said PIA has begun its flight to Toronto and number of flights for Dubai will be increased soon. He said that business community has played a vital role in the economic prosperity of the country and we want to provide them our best services.

He said that many measures were under way to improve cargo and other services and cooperation from business community would be well needed in this regard.

He said 8,000 new blankets have been procured by the airline and other facilities would be improved.

Malik said that PIA will establish especial counters for business community and offer discount on passenger service fees also.

He said that 12 777 aircrafts are operational in the fleet and the cargo handling has been increased to 80 percent, which helped the national carrier to bring down losses.

Leader of business community S M Muneer said that performance of PIA was getting better and initiatives taken by the current management in this regard were going in the right direction. But, he added to increase number of passengers and cargo handling a lot has to be done by the PIA management.

He suggested that for the improvement of cargo handling, there should be an effective marketing strategy.

KATI President Danish Khan said that flight operation of PIA has been improved and we appreciate that. He said that improved financial performance of PIA is vital to economy.

He said any national flag carrier is considered the identity of any nation worldwide. PIA has glorious track record but now that image has faded away. "I hope that PIA will maintain its previous track record," he added.

KITE Chairman Zubair Chhaya also mentioned the good old days of PIA and hoped for its better future.

KATI SVP Faraz-ur-Rehman praised the performance of PIA during Hajj operations and urged business friendly cargo policies for improving trade.