

AeroVillage Panheli Owner

# Pranjal Jha

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**Outlook**



## Future Forward Hospitality

Pranjal Jha, a new-age entrepreneur, shares with Outlook his innovative approach towards linking premium hospitality and real estate with aviation, in conversation with Aditi Chakraborty



Pranjal Jha, AeroVillage Panheli Owner

**Q How did you come up with this innovative concept of linking hospitality and real estate with aviation?**

I was in Denmark for a month during for one of many intercultural camps when I chanced upon flying out in a small aircraft near Copenhagen for a quick lunch. Flying in a private aircraft is wrongly associated with billionaires and celebrities, and it got me thinking that there was a potential for general aviation in India catering to a large consumer base with fine taste and aspiration who can afford luxury.

I got into flying in 2015, and the next step was to commercialize it through hospitality.

Panheli has a location advantage. Short flights from Mumbai, Pune, and Goa, etc., in close proximity make it exciting. Local flying in the valleys is like flying through the grand canyon if it was green! The resort is in a natural setting amidst a cashew plantation and mango orchard, coupled with offerings like riverside breakfast, providing an immersive experience. The pandemic wave boosted our business as people were fleeing from the cities for fresh air.

**Q What is the market response to AeroVillage?**

AeroVillage has the element of delight for our customers. Through word-of-mouth and social media, we have been getting repeat customers who venture out for our signature 'Transformational Luxury'. We also host month-long programs and camps where delegates from all over the world come and reside at the property to exchange cultures and values whilst being one with nature. There is much demand from our flyers' fraternity for specific aircraft. It qualifies for airport. Unlike business hotels, leisure experiential and transformational resort requires human interface. We ensure a personalized touch, though we are tech-enabled in most of our operations. Besides, our real estate project is ready for launch in a couple of months. To form a homogenous community living in a luxurious setup sharing similar mindsets and ethos, property owners invest through invitation only. This innovative living experience coupled with aviation will also boost tourism.

**Q How are you advocating a sustainable ecosystem?**

To minimize environmental impact, we conserve resources through our solar panel systems and net metering to generate, utilize, or send the excessive energy back to the grid through a credit system. Tree plantation, rainwater harvesting, and recycling of used water for irrigation through Bio STPs to promote a green infrastructure. For the AeroVillage residential project, boundaries are made of local indigenous trees to protect and promote the local flora and fauna. Additionally, every member of the AeroVillage community will be giving back to nature through Solar, Rainwater harvesting and minimal emissions and discharge to the environment. It also provides income to local nurseries and related small businesses. Mobilizing human resources, we have employed local staff. From the perspective of women's empowerment, the housekeeping is run by an all-women team. We offer internships to students from local colleges in hospitality, engineering, civil construction, etc., encouraging them not to migrate from the village to the city.

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