



# داریانا افغان هوایی شرکت

## ARIANA AFGHAN AIRLINES

P.O.BOX(76)KABUL AFGHANISTAN

“ARIANA AFGHAN AIRLINES” with its registered office at Char Rahi Shashid, Shahr-e-Naw, Kabul, Afghanistan

### **TOR and Evaluation Criteria for Hiring Passenger Sales Agent (PSA) in Stations**

#### **Annex - A**

#### **Background**

Ariana Afghan Airline (AAA) is a State-Owned-Company operating in accordance with Afghan laws, Afghanistan Civil Aviation regulations, ICAO standards and recommendations, and IATA rules.

Ariana Afghan Airlines Co. Ltd is the oldest airline of Afghanistan and serves as the country's national carrier, established on 27<sup>th</sup> January 1955. AAA is rich in history and proudly offers their passengers a well-maintained air fleet, convenient routes, attractive prices, and the best of traditional Afghan hospitality.

In 1957 an agreement was negotiated between the Royal Afghan Government and the United States International Co-Operation Administration (ICA) to create a partnership with a leading American airline company. Ariana was reincorporated as a limited Liability Company with 51% of the shares owned by various entities of the Afghan Government, and the remaining 49% acquired by Pan American World Airways. This partnership had two objectives - to operate the airline profitably and to train Afghan employees to eventually fulfil all operational and Management roles. This meant years of training and development, and to a major extent, both objectives were accomplished. Initially staffed with foreign pilots and mechanics when the airline first began, AAA's major personnel is now comprised of local Afghan trained professionals.

The company used to be one of the popular carriers in the region as well as in the world with flights to most of the countries in the world including USA. However, past decades' war has adversely impacted Ariana Afghan Airlines and hindered company's competitive position in the air travel market. Nonetheless, Afghanistan is now making a new star after decade of disastrous years of conflict with the support of country leadership and international community.

Currently, with base at Hamid Karzai International Airport (HKIA)-Kabul, AAA operates domestically and provides international linkages to countries such as China, India, Russia, Saudi Arabia, United Arab Emirates and Turkey.

As of today, AAA is fully owned by the Afghan government. The company is governed by Board of Management, Board of Supervisors, Board of Directors and Board of Shareholders. The main shareholders of the company are Ministry of Finance, Ministry of Economy, Afghan National Bank and Pashtany Bank.



# داریانا افغان هوایی شرکت

## ARIANA AFGHAN AIRLINES

P.O.BOX(76)KABUL AFGHANISTAN

### Purpose of Assignment

AAA is looking to hire a reputable and experienced PSA for India station, the PSA will act as sales agent for passenger tickets consignment. It is required that PSA shall have enough sources to run the related works in timely manner with expected quality which may result in higher customer satisfaction.

All costs related to running the PSA's business are the responsibility of the PSA including insurance, rent, Passenger office expenses and any travel within the country or region needed to promote and sell the services. The PSA shall be good assistant to Ariana's station manager/team and providing help and facility in daily works and making professional connections to public and private sectors for delivery of better and timely services to end users.

### **Specific Responsibilities of PSA will be but not limited to following:**

- Play main and active part in Passenger sales of services (passenger ticket) to customers and conduct adequate plan to increase revenues
- Create and maintain sustainable market and target appropriate customer's segment for long-run business
- Having well established offices and facilities for working team and sales agents throughout commercial areas
- Assist Ariana representative in preparing joint promotion and marketing strategies.
- Facilitate official meetings and talk for Ariana team and delegation to aviation or other relevant entities.
- Update Ariana representative or core team on market changes and business opportunities when applicable.
- Obtain and hold required working certificates and licenses.
- Having strong connection, qualified and expert personnel plus equipped office in the airport for daily management of works/ as a sales point.
- Accept and assist assigned members/delegation/audit from Ariana side for planned works or purposes.
- The PSA shall assign a Public Relation Officer (PRO) to coordinate the work related to the AAA with the local government departments.
- Assist AAA employee to obtain necessary authorization or work permits.
- Perform other related tasks as advised by AAA representative.

### Duration and Payment Scheme

The duration of agreement with selected PSA shall be **four years**. The duration of agreement may be extended in mutual agreement upon satisfactory performance of PSA, or AAA will have right to make other appropriate decision at the time.

The payment final terms and conditions shall be specified in the contract terms however the scheme of services plus a fixed fee will be applicable.

The PSA will provide Ariana with a cash security deposit with amount of INR (2,000,000) two Million only.