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Aircel in expansion mode, plans to add 300 new cell sites

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Pune: Mobile telecommunications company Aircel on Tuesday said it will increase the number of cell sites in the Maharashtra and Goa circle to expand its subscriber base here.

Neeraj Singh, Aircel's Business head for the circle, said the company has so far added 100

sites in the circle and work on 96 more is in progress. "There will be additional 300 sites coming up during the current year," he said.

In addition to increasing the number of cell sites, the company has also devised attractive user packages, including unlimited internet access and smaller denomination recharge packs, to suit the needs of its customers.

The company will also set up 50 new Xpress stores by the end of 2015 to provide convenience and service for all its

customers. The Xpress stores are based on the FOFO (Franchisee Owned Franchisee Operated) model and will exclusively provide Aircel's products and services.

Sing said Aircel witnessed 49% y-o-y growth in revenue last year against industry growth of 12.7% in the state. "With the new retail and network growth plan for 2015, we're confident that we will build a robust network and soon become one of the preferred operators in Maharashtra region."