

Publication: The New Indian Express

Date: January 11, 2014

3G Mornings from Aircel

In its continuous endeavor



ers can also visit the unique experience zone set up at the Sai Complex, Gandhi Nagar to experience fast and better speed through the 3G services. They can also

to bring 'Extra' delight to its customers, Aircel launched an exciting 3G trial offer for its existing and new subscribers in Berhampur, Ganjam, to experience unlimited 3G.

'Aircel 3G Mornings', a first of its kind initiative in the industry, offers subscribers free access to 3G data from 6 am to 9 am. To activate this offer, the subscriber is required to dial *122*456# (toll free). The validity of the offer is one day. However, the customers can avail it on a daily basis by dialing the code.

Along with Aircel 3G Mornings, the customers can get a unique experience of 3G by opting for any PI products available in various denominations starting ₹4. Custom-

ers can also visit the unique Aircel Xpress store in Berhampur for any information regarding the tariffs.

Dhiraj Israni, Circle Business Head, Odisha Aircel, said Aircel has constantly been innovating 3G products and services to offer best value packs and convenience to its customers. "We are happy to introduce yet another industry first product 'Aircel 3G Mornings' which offer our customers free seamless 3G data experience. We aim to enhance the user experience along with free 3G internet among the youth and the working professionals who usually catch up with current affairs, updates on social media and news, in the mornings."

— Express Features