Date: August 9, 2016

Scarcity of towers hits mobile service in Shillong

FROM A REPORTER

SHILLONG, ... the presence ... towers in Sh... outskirts. Aircel is facing scarcity of towers for its slow connections and service problems. This was informed by Nilaj Mahalanavis, Circle Operations Head - North East, Aircel, here on Tuesday during the launch of the innovative concept, '1GB for All' by Aircel which aims to offer Segmented Benefits to the data packs users as per their Usage Pattern. According to Mahalanavis the reason for slow connection and improper service is due to the insufficient presence of towers here in the city. "We are facing constraint of towers owing to lack of permission and clearance from

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The Sentinel

Scarcity of towers hits mobile service..

...local Durbars and MUDA for setting up of towers," ...adding that the company needs towers. It is ...vest to provide better services.

He also said that one of the reasons being that people still assume the danger of radiation emitted from towers, which is false, despite the government and experts' clarification on the issue of radiation.

MEGHALAYA DISPATCH

Slow connection due to shortage of towers: Aircel official

Highland Post

Telecom cos facing hurdles in setting up towers in Shillong

Aircel circle operations head (North East), Nilaj Mahalanabis addresses media persons in the city on Tuesday. (ST)

Shillong Times

Aircel reports good growth in North East

Shillong: Aircel has seen "significant increase" in mobile data consumption in the North East, circle operations head Nilaj Mahalanavis said here on Tuesday. Data revenue growth increased 31 per cent in the first quarter of 2016 and the fir... ce... bet... Mahalanavis said at the launch of a new Aircel data package. CNS

The North East Times

Pynkhlain ka Aircel ia ka data lyngba ka '1 GB for All' data packs hapoh ka thaiñ North East

Mawphor

Aircel strengthens its data portfolio with '1GB for All' data packs in NE

SHILLONG, AUG 9: In its bid to augment data consumption in the North East, Aircel,one of India's innovative telecom brands,today launched an exciting and affordable range of data products under the umbrella of '1GB for All'.

The data packs under '1GB for All' will offer Segmented Benefits to the data packs users as per their Usage Pattern. The innovative packs are especially designed in a way that it caters to the demand of for all age groups and tailo... made to fit all pocket...

The unmatched 3G offerings will have pack at Rs. 95, Rs. 143 and Rs. 175 with a validity of 28 days. The benefits will vary according to the high, medium and low data users.

On the launch of the innovative concept, '1GB for All', Nilaj Mahalanavis, Circle Operations Head – North East, Aircel, said,"Aircel being one of the leaders and innovative players in the North East market, is proud to pioneer the concept of 1GB for all. Today, 1GB is the least all 3G data users consume in a month to watch videos, live stream, uploads ... three categories – High, Medium and Low data users. We are offering our customers benefits according to their usage pattern and thereby induce 1GB usage in the market. The packs will not only become affordable for the customers but also unmatched benefits.

He added,"We have seen significant increase in mobile data consumption in the region. We recorded data revenue growth of 31% in Q1 of 2016 and our 3G user base grew by 30% in the last quarter which is better ...stry average. ...dent that our ... not only ease ... the pockets of our customers, but also help to fuel internet adoption."

The North East Times