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Aircel on expansion mode

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HYDERABAD: Mobile telecom services provider Aircel will focus on expanding its footprint in the voice space by encouraging offering on-net, community calling offers, apart from increasing data subscribers.

At a select interaction here on Tuesday, Aircel's Circle Business Head-AP, Deepinder Tiwana said 40 per cent of its 18 lakh subscribers used data services and the company's growth in this space was 100 per cent year-on-year.

Packages

The community free calling packages included RC 64, that came with Aircel-Aircel free throughout the month with just plan charge of Rs. 64 and another service launched recently, offering free calling on-net from 5 a.m. to 5 p.m. with just the first two minutes of the day being charged at 1.5 paise per second.

Innovation and simplicity was

The mobile telecom services provider to focus on on-net community calling and data services

Aircel's unique selling proposition, Mr. Tiwana said adding this was what made Aircel the second fastest-growing mobile services operator in AP during the 2nd quarter of the current fiscal.

Regional Marketing Head-South Bharath Mohan said the 5 a.m. to 5 p.m. free Aircel-to-Aircel was typically designed as a 'Freedom from Recharges' product.

"It always feels nice when a customer got something 'extra' and hence the new offers," he said.

To activate the offer, a customer simply had to dial *121*5# as a short code and after the first two minutes were charged at 1.5 paise per second, every other A-to-A call till 5 p.m. that day would be free, he pointed out.