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Aircel launches PocketBuddies

PNS ■ JAMSHEDPUR

Aircel, one of India's leading telecom players, On Monday reinforced youth as its primary customer segment by launching yet another innovative product called the Aircel PocketBuddies - Srf n Txt, specially designed for the youth.

Understanding the need of the youth to communicate effectively and stay updated, the company has launched this unique product 'PocketBuddies - Srf n Txt', which offers unlimited surfing and exting at amaz-

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ingly low prices. The PocketBuddies is a value for money proposition with its multi-level pricing which allows the youth to stay in touch whenever and where ever.

Anupam Vasudev - Head Marketing, OPCO, Aircel said, "Youth has always been the primary focus for Aircel. They are a generation that's grown up in

a new India and have seen it all - from television to computers and now smart phones. The youth of today is tech-savvy who likes to stay connected with their friends, family and peer groups every second. This insight gives us a glimpse of their aspirations for new technology products and services. As a committed telecom and data company we constantly thrive to introduce innovative and superior products at affordable prices. PocketBuddies - Srf n Txt is one such product that will be received well by the youth."