

Publication: Financial Chronicle

Date: October 22, 2012

Aircel bets on youth to drive revenue growth

SRIRAM SHANKAR

New Delhi

Aircel is betting on the youth segment and a data explosion to drive next stage of revenue growth. The company will also launch the iPhone 5 with Apple shortly.

"We will introduce the iPhone 5 in India. We are awaiting confirmation of the dates from Apple," says Anupam Vasudev, marketing head at Aircel. To give data consumption a boost, the company has recently unified its data plans. "Now the consumer needs to buy only one data plan. We have made 2G and 3G almost equal in price," said Vasudev.

To reach out to youth, the firm is using social media and other, traditional avenues. While its social media advertising has gone up by three times, costs continue to remain low. According to Vasudev, Aircel has reaped the benefits by tripling its 3G consumers base and "growing at more than the industry average of 12-13 per cent." Though he admitted that the company's 3G-consumers base remained small, it was showing "huge" traction and growth.

Despite these successes and the belief that data is future of the telecom industry, the timing to reap benefits from that front remains uncertain. "There was pent-up demand for voice services," said Vasudev.

sriramshankar
@mydigitalfc.com