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| IMPROVING SERVICE

AIRCEL TO ADD 200 MOBILE SITES IN STATE BY MARCH '16

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Bhubaneswar, Nov 30: In a bid to provide seamless service to customers without facing the issue of call drops, country's leading telecommunication player Aircel plans to add another 200 mobile sites by the end of this fiscal, a top official of the company said at the launch of its new data packs for pre-paid users in the state.

"We are going to add another 200 mobile sites in the state by the end of this fiscal," Business Head (Orissa) of Aircel, Rajiv Gupta told reporters here, Monday. He also said the company has 3,500 mobile sites out of which 1,000 sites are mainly meant for 3G network. The upcoming cell sites will provide both 2G and 3G networks. "Most of our cell sites are in sharing mode and these new sites will be based on this model," Gupta said.

On its new data packs, he said the company has launched affordable range of data packs for the first time in the state. "To tap the growing demand for data services in the state, we have come up with offers of 2G/3G pre-paid data packs with denominations of ₹9, ₹79, ₹249 and ₹398," Gupta said adding ₹9 data pack will offer 100MB for 1 day, 1GB for 10 days at ₹79, 3GB for 30 days at ₹249 and 7.5 GB for 30 days at ₹398 recharge.

He also said data packs of ₹9, ₹79 and ₹249 will offer speed limit of 100MB per day, while ₹398 will offer speed limit of 500MB per day.

"We are expecting to achieve 100 per cent customer base with launch of these new data packs," he said adding that total customer base of the company in the state stands at 44 lakh out of which 55 per cent are data users.

On revenue of the company, Gupta said total market size for telecom services like data and voice is estimated to be around ₹300 crore per month in the state out of which Aircel has 11 per cent share. "20 per cent of company's total monthly revenue is generated from data services. We are witnessing around 5-7 per cent month-on-month growth in data segment," he added.