

Publication: The New Indian Express

Date: October 13, 2015

AIRCEL CONNECTS WITH RURAL AUDIENCE THROUGH “AIRCEL KAVADAHAMESHAZYADA” : Aircel, one of India’s leading innovative mobile service providers, promoted their “Aircel KaVada, HameshaZyada” campaign to the diverse rural audiences of Orissa for the first time ever through a series of “NukkadNattaks (Street Plays)”. Recognizing that consumers in sub urban and rural settings have requirements that vary from those in urban areas; Aircel through these NukkadNattaks showcased some of their ‘one of a kind’ products which offers longest tariff validity (180 days) and aggressive inbuilt 3G data of 1.5 GB (FRC 225) under the “Aircel KaVada, HameshaZyada” campaign to the rural audiences residing in different districts of Odisha.

