

**Publication:** Daily Post

**Date:** March 5, 2015

## Aircel delights customers on Holi with unlimited roaming

**LUDHIANA:** To add joy to this festive season, in another industry-first, Aircel, telecom players, announced the launch of its unlimited roaming proposition at 10 paise per minute.

Introduced especially on the festive occasion of Holi, this revolutionary pack will offer the lowest-ever unlimited Aircel to Aircel Roaming and STD calls at just 10p/min for new and existing customers every time they roam on the Aircel

network.

Anupam Vasudev, Chief Marketing Officer, Aircel, said, "We understand that a lot of our customers head to their homes, travel to meet their friends or go for holidays on the occasion of Holi.

Therefore, we introduced this extremely affordable offer that will help them stay seamlessly connected and speak longer hours with their loved ones, even on roaming. DP