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## Aircel joins hands with Snapdeal for data-enabled phones

**PRESS TRUST OF INDIA**

New Delhi, March 10

Telecom operator Aircel today tied up with online marketplace Snapdeal.com to offer a free data package to customers who will buy a data-enabled phone through the portal. The offer, 3GB of free

3G/2G data with a phone, will be valid for a period of three months, the two companies said in a joint statement.

"With online shopping emerging as an easier, faster and more effective way of shopping for customers, we are delighted to partner with

Snapdeal.com. The intent of this partnership is to increase data penetration and usage amongst our user base, specially the youth," Aircel Chief Marketing Officer Anupam Vasudev said.

"We want to give e-shopping enthusiasts more rea-

sons to buy from our site. Our alliance with Aircel brings an offer that is unbeatable in the offline or online space," Snapdeal.com VP (Business Development) Tony Navin said.

The offer will be redeemable by customers through a promo code, it said.