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Aircel bullish on data, launches new packs

OUR BUREAU

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As the number of smartphone users increases in the country, telecom services provider Aircel is looking to expand the basket of data product offerings. It has launched a slew of data packages that range from ₹9 to ₹403.

While the ₹9 package offers 100 MB 3G/2G data for a day, the ₹79 pack offers 1GB of 3G/2G data for 10 days. Tennis players Martina Hingis and Vijay Amritraj were present at the event, where Aircel launched the packages.

Data revenue

The firm, which has recently opened sales of data packages through e-commerce sites, has said that the data consumption is on the rise in the country. "The scope for data growth is immense in India,

as 80 crore of the people are not using the services as yet," said Sunil Kuttam, Vice-President (Data, Devices and On-line) of Aircel. Addressing the data packages here on Monday, Kuttam said data (Internet services) contributed about 18 per cent to the company's turnover. He said the bundled offers were being sold with about 70 phone models of different firms.

Increasing traffic

"The total number of Internet users is going to cross the 40-crore mark, overtaking the US. With the smartphone population proliferating, we see good growth in data consumption over phones," he said. In order to encourage more users to access the Internet, the firm was offering data for free to its new customers, for 90 days.



Tennis icon Martina Hingis with Vijay Amritraj, CMD of Champions Tennis League, in Hyderabad on Monday MOHAMMED YOUSUF