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Aircel launches 'Free Basic Internet' in JK

READER CORRESPONDENT ■ SRINAGAR

Aircel, one of India's leading innovative telecom service providers, on Thursday launched yet another innovative and first-of-its-kind product 'Free Basic Internet' for all its new customers in Jammu and Kashmir.

The product has been specially designed keeping in view the "dramatic" increase of mobile data users, for whom Data usage is as much a part of their daily lives as voice calling, the company said in a statement issued here.

"With this new product, all new prepaid customers will be able to now browse and actively use their favourite applications such as Whatsapp, Facebook, Twitter, besides accessing their daily need applications for banking and travel, utility bills



payments, etc. The offer is aimed at fuelling mobile internet adoption in J&K, keeping in view that a considerable population of mobile phone users is still offline," it said.

"For Aircel's existing subscribers, the company now offers unlimited 3G Data at Rs 9 per day, offering customers the best value-for-money for a seamless 3G Data usage experience. Both these new offers are

set to strengthen Aircel's data products' portfolio, and offer it subscribers with affordable internet," it said.

Talking about the product in the statement, Regional Business Head - North, Aircel, Anil Gupta said, "Free Basic Internet was created... is in line with our promise of 'doing a little extra' for our subscribers. We are confident that it will not only greatly ease the pockets of our

new customers, but also help us fuel internet adoption in the state for those who still aren't online.

"It is a known fact that with each passing day, the need of our customers to have access to seamless data connectivity on their mobile phones is increasing manifold. This is clearly a reflection of our vision to empower all our customers with easily accessible and affordable internet."