

Publication: The Times of India

Date: March 5, 2014

Aircel-mydala tie-up:

Aircel, one of India's leading telecom players, announced a partnership with mydala.com, India's leading online deals and most preferred mobile marketing & service platform, to launch 'Aircel Joys'.

Through this exclusive partnership, Aircel customers can avail deals and discounts of up to 90% from a vast range of categories. Anupam Vasudev, chief marketing officer, Aircel, said, "Customers will have the advantage of availing offers from 152 cities with more than one lakh exciting deals."