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Aircel spices up festive season

Team Herald

PANJIM: Enthused with exponential growth of 87 per cent in terms of revenue from Goa and to add a zing to the festive season, Aircel, one of India's leading telecom service providers announced on Thursday the launch of its innovative value-for-money product plan voucher 349 that would enable customers to not only enjoy ISD calls at attractive rates for a period of 90 days but also offer unlimited data for 30 days.

FESTIVE OFFER

Aircel has also registered a growth of 43 per cent (nearly two lakh now) in terms of its customer base in Goa. The company has plans to set-up at least four retail outlets in the State.

Neeraj Singh, circle business head, Rest of Maharashtra and Goa, Aircel, said, "Encouraged with response in Goa, we have plans up our sleeve to invest heavily in the State. Plan Voucher 349 is designed at not only meeting the calling needs of the customer but



Soumyadeep Barman, Circle Marketing Head (left) and Neeraj Singh, Circle Business Head for Rest of Maharashtra & Goa, Aircel.

also enables them to stay online forever. We have introduced this special product to give our customers more value and low rates which will be enable them to stay connected with their family and friends living abroad. International calling is usually perceived as expensive, however through our ISD plans we aim to break this myth by offering international calling at rates more affordable."

Aircel customers in Goa

can now wish their families and friends living overseas during the Christmas and New Year without worrying too much about their mobile bills as Plan voucher 349 offers one of the lowest and the most attractive ISD calls for a validity of 90 days. For countries like Australia, Bangladesh, Canada, China, Kuwait, Malaysia, Nepal, Russia, Saudi Arabia, Singapore, Thailand and the US, customers can enjoy affordable ISD calling rates

The Offer

- Innovative Plan Voucher 349
- Offers affordable ISD calling rates ranging from Rs 1.99 - Rs 7/min to 12 countries
- Free unlimited data for a period of 30 days
- To set-up at least four retail outlets in Goa soon

ranging from Rs 1.99-Rs 7/min. The plan also offers reduced calling @15p/min in local and STD Aircel to Aircel and @25p/min for other networks.

Aircel is also beefing up its network in Goa to improve service quality and enhance the data experience for its customers. Therefore, it is adding new sites to take the number of sites in the state to 132. Aircel consistently upgrades and optimizes its existing network to increase capacity, achieve higher efficiency and reduce existing pressure on networks. Aircel is planning to increase its company outlets in Goa. Aircel has successfully validated its position as an innovative brand in Goa that always offers extra value to its customers.