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## Aircel to expand retail presence

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Aircel will expand its retail presence, taking the total number of 'Aircel Xpress Stores' to 1,000 by the first quarter of calendar year 2016. The company, now with 650 stores, intends to increase it to 2,000 by end of 2017.

Launched last year, Aircel Xpress Stores are based on franchisee-owned franchisee-operated model, with presence spaced every 3-4 km in most cities. These are special format stores offering customer service, the company said in a statement.

"We have been able to achieve our previous target of 500 Xpress Stores ahead of time in March 2015, resulting in trend of opening one store every day," said Vipul Saurabh, National Head (Operations and Customer Support), Aircel.

The company intends to open many of the retail chains across Delhi, Mumbai, Rajasthan, the North-East and Jammu & Kashmir circles among others.

Xpress Stores have been specially designed to familiarise customers with the company's mobile internet technology.