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Aircel to target fresh data users

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MOBILE operator Aircel is working with e-commerce players and mobile insurance providers for cross-promotions to reach out to more customers, according to Sunil Kuttam, vice president- data, devices and on-line, Aircel.

“These are new revenue channels. The e-commerce companies pay us for enabling the download of their apps by our users. There are also ways in which our customers will get discounts and promos from the e-commerce players,” said Kuttam.

On Monday, Aircel announced its new data packs, which allow the users to stay connected to the internet. However, it will be at throttled speeds once the data limits are exhausted. It was also offering free internet for 90 days for its new customers.

“India will shortly surpass the US in terms of the number of people using the internet. With over 400 million users, India will be the second biggest market

after China,” said Kuttam adding that despite this, there remained a large consumer base that is untapped.

It was looking to tap first time data users mainly. With purchases of smart phones on the rise, use of data would increase. It would also offer data packs at discount coupons through Amazon, Flipkart and Snapdeal. It would look to popularise paper recharges for data packs, he said.

“There has been a dramatic increase in the sales of smartphones and this has led to a widespread need of data,” said Kuttam adding that with screens getting larger, there is an increasing demand for data for entertainment, TV and productivity. On a query on about poor quality in some regions, he said, “The customer addition in the industry is faster than expected. However, now the focus is on improving the 3G infrastructure,” he said.

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