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# Aircel trade partners wins car



## RISING KASHMIR NEWS

**Jammu:** Aircel, one of India's leading innovative mobile service providers, today announced the winners of their unique and exciting trade engagement contest - 'Aircel Premier League'. Through this contest, Aircel distributors and franchisees had the golden opportunity to win the bumper prize of a 'Nano Car' amongst the vast array of other exciting prizes which included 150cc and 100cc motorcycles, trips to Bangkok, home appliances, etc. The contest which was launched earlier this year, was designed on the theme of the ever popular 'Twenty-Twenty cricket matches' and witnessed enthusiastic participation by Aircel trade partners.

Speaking on the occasion, Chander Pruthi, Marketing Head, Aircel, Jammu and Kash-

mir, said, "We cherish our relationship with our valuable trade partners and have always tried to go a step ahead to make them feel special. We would like to take this opportunity to acknowledge and express gratitude towards our partners for their efforts and the work we have been doing together".

"Besides catering to the needs of our customers, our focus has also been to constantly engage with our trade partners by creating innovative platforms such as the 'Aircel Premier League' contest wherein we give our valuable trade partners the unique opportunity to help realize their dreams and aspirations. Besides adding a boost to our business goals, it also helps us engage and bond with our loyal trade partners. I take this opportunity to thank each and every one of them for their active participation," said, Rakesh Kumar Singh, Sales Head,

Aircel Jammu.

Vikash Gupta, of Vishal Communications, Lakhampur winner of the Nano car said, "Activities such as the 'Aircel Premier League' contest not only creates excitement but also a healthy competition amongst the trade partners of Aircel. Unique engagement activities such as these keep us motivated and I am thrilled to have won a Nano. Aircel has always been at the forefront of going that 'Extra' mile for making its trade partners feel as part of the Aircel Family".

Another winner, Mohammad Alyas of Alyas Communication, Rajouri, who won a motorcycle, went on to add, "I would like to thank Aircel for the much anticipated gift for my family members. It will be very helpful to quickly commute within the city limits with this bike".