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Aircel ties up with AskMe for value-added service

OUR BUREAU

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Aircel has launched a value-added service, through which its subscribers can connect with a seller or a service provider.

It has tied up with information service provider AskMe for this service.

According to K Sankara Narayanan, Head (Chennai and Rest of Tamil Nadu), Aircel, the new offering will provide a platform for both consumers and service providers to meet. "This would benefit service providers, particularly small and medium enterprises in a big way, as we will charge them only on the pay-per-lead basis," he said.

This is the first such initiative by any telecom service provider in the country to offer an effective billing solution to the ever-growing small and medium enterprises segment.

Similar initiative

Commenting on this development, Jaspreet Bindra, CEO, Getit Infomedia (which owns AskMe), said a similar initiative by the company under the brand 'FindIt' through a tie-up with Maxis telecom in Malaysia has been tested and turned out to be successful in that market. "Besides, the pay-per-lead model will ensure a fair deal for SMEs and create a trusted business ecosystem," he said.