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Aircel aims to drive data growth in Assam

Guwahati, February 20: Riding on its brand philosophy to offer 'extra' to its customers, Aircel one of India's leading innovative mobile services providers, today promoted a bouquet of special internet packs for its customers in Assam. The packs are specially designed keeping in mind the specific data requirements and various pocket sizes of every customer. Aircel is witnessing over 80% growth in 3G data uptake. Therefore, these special plans will cater

to the increasing demand of Aircel data users and offer them customized offerings. In addition, we are offering Free data on every voice recharges. All existing and new customers will get 10 MB/day free data with every voice recharge/top-up/rate cutter.

Dibyajyoti Khaund, Circle Business Head - Assam, Aircel, said, "India had 173 million mobile internet users as of Dec' 14 and the number is expected to reach 213 million users by June 2015. Customers are frequently using mobile internet for emails, social networking and for their daily news and entertainment need. With this phenomenal upsurge in data penetration, the customer is fast evolving and demands superior technology and affordable plans. Aircel is truly delighted to promote 'Internet Plan for every customer' which offers

uninterrupted browsing through its various tailor-made data plans to suit all pockets."

He added, "Being one of the market leaders, we aim to increase our 3G penetration and adoption in the state and offer our affordable services to all in the region. We will be doubling up our 3G presence in Assam. We are also strengthening our 4G footprint in Guwahati city to cover all the potential areas." Aircel has always focused on offering its customers with a smart, relevant and innovative products and services. In the past, Aircel has launched products and services like unlimited STD calls at 10p/min bundled with free music benefits and offer data benefits bundled with latest smartphone like Samsung Z1, Micromax Canvas being offered on Snapdeal, Flipkart and Amazon.