

Publication: Rising Kashmir

Date: March 20, 2015

Aircel unveils consumer campaign with Chennai Super Kings

Launches 'Aircel 1+3' product exclusively for the new season of IPL



RISING KASHMIR NEWS | Max 19

Srinagar: Fueling the cricket spirit, Aircel today announced a host of national consumer initiatives with one of the Indian Premier League's most celebrated teams Chennai Super Kings (CSK).

At the onset of the eighth season of the IPL cricket extravaganza, the company launched an exciting new product 'Aircel 1+3 Offer', enabling all existing pre-paid subscribers who recharge with Rs 69, Rs 109 or Rs 209 get the benefits such as full talk time, Aircel minutes and Data usage

equivalent to the recharge value.

On recharging, customers will also be eligible to participate in 'Aircel 1+3' consumer contest that's set to sweep CSK fans off their feet, providing them a once-in-a-lifetime opportunity of meeting with the CSK team along with their friends.

Anupam Vasudev Chief Marketing Officer of Aircel, said, "Our association with Chennai Super Kings is nothing short of a celebration for us at Aircel, which has only been made possible by our customers. We're delighted to launch the 'Aircel 1+3 Offer' that will not only help our customers join us in this celebration."