

Publication: The Hindu Business Line

Date: March 19, 2015

Aircel extends tie-up with Chennai Super Kings

OUR BUREAU

Chennai, March 18

Aircel and Chennai Super Kings have extended their partnership for the Indian Premier League-8 with the mobile service provider unveiling a new consumer campaign with CSK for the IPL cricket starting on April 8.

The Aircel 1+3 offer enables all existing pre-paid Aircel subscribers who recharge with ₹69, ₹109 and ₹209 get the benefits such as full talk time, Aircel minutes and data usage equivalent to the re-

charge value. On recharging, customers will also be eligible to participate in a contest that will provide them an opportunity to meet with CSK team along with their friends, according to K Sankara Narayanan, Head SBU-1 (Chennai and Tamil Nadu), Aircel, which is the anchor sponsor for CSK.

Aircel will also launch a television commercial on the new offer, which will go on air from March 22, Sankara Narayanan said, declining to give details on the amount spent on the new campaign.

Aircel's brand image was not hit due to the controversy regarding betting and match fixing allegations surrounding CSK.

"We have invested in CSK for the last eight years and the relationship is based on mutual trust and benefit.

"We are happy with the way the relationship is going, and this will only strengthen further. Our respective business is growing significantly," he told newsmen on unveiling the new consumer campaign with CSK.



IPL offer Irfan Pathan, CSK player; K Sankara Narayanan, Head, SBU-1 (Chennai & Tamil Nadu), Aircel; and B Kalyansundaram, Director, Chennai Super Kings Cricket Ltd, unveils Aircel customer campaign in Chennai on Wednesday. G SRIBHARATH