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Aircel customer from Meghalaya wins bike



SHILLONG, MAY 18: Aircel, one of the leading telecom players in North-East, announced the Bumper Prize winner of its unique and exciting consumer engagement offer in North-East, 'Sur Sangam' – Powered by Hungama. The lucky winner – Ratnen Marak of Rongchugiri, Meghalaya, was presented with a 'Hero Honda Dawn Bike' by Nilaj Mahalanavis, Circle Business Head – North East, Aircel.

Ratnen Marak from Rongchugiri, Meghalaya who won the Bumper Prize - Hero Honda Dawn Bike said "It is unbelievable that I have won a Bike as the Bumper Prize. I thank Aircel wholeheartedly for the same. I feel proud to be a part of the Aircel family as the company keeps coming up with exciting consumer contests that are very exciting for us."

Nilaj Mahalanavis, Business Head – North East,

Aircel said "As part of our consumer engagement strategy we launched 'Sur Sangam' for our customers in North-East and it gives me immense pleasure to announce the Bumper Prize winner. We are absolutely delighted for our lucky customer who will take a bike home. We constantly strive to strengthen our relationship with our customers in North East through innovative consumer engagement programs. We are very happy with the response and support we have received from our customers for Sur Sangam contest." Sur Sangam contest was conceived to generate customers' interest in Music, Gaming and Social Networking as it provided an entertaining service involving all 3 facets. It was a voice based music gaming portal inbuilt on the existing Music Product – Aircel Music Connect, Powered by Hungama.