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# Want to Exploit 3G First: Aircel

Telecom operator expects to reach 12k  
3G sites by end of current quarter

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**New Delhi:** Mobile phone operator Aircel wants to fully use its 3G spectrum before pushing fourth-generation (4G) services, which currently have not attracted much demand, a top company official said.

“We want to first exploit our 3G spectrum. We have almost about 2.5 million subscribers on 3G,” Sameer Dave, Aircel’s chief technology officer, told **ET**. Aircel’s strategy for 4G differs from what other companies do.

“We are first pushing 4G through the enterprise segment and then want to migrate from the enterprise business to consumers,

which will be a very small change,” Dave said.

The company holds 20 MHz of spectrum in the 2300 MHz (4G) band across Andhra Pradesh, Tamil Nadu, West Bengal, Bihar, Odisha, Assam, the North East and Jammu & Kashmir. It commercially launched 4G services in six of the eight circles for enterprise and home customers.

The company also offers wireless home broadband service through LTE Wi-Fi routers. Dave said these products are driving data growth on its 4G network.

According to him, 4G will be a major trigger for growth, but it’s 3G for now. Aircel had 80.5 million users at the end of February, according to industry data.