

## **Corporate**

### **Q. When did Aircel start its operations in India?**

Ans. Aircel started as a regional player in Coimbatore, Tamil Nadu in 1999.

### **Q. Please explain the ownership structure at Aircel**

Ans. In 2006, Aircel was acquired by Malaysia's biggest integrated communications service provider, **Maxis (Maxis Communication Berhad)** in a joint venture with **Sindya Securities & Investments Pvt. Ltd.** Maxis holds 74% equity in the company and has invested over Rs. 45,000 crore in building pan India presence for Aircel, setting up a strong network and support infrastructure.

### **Q. Where all does Aircel have the licenses to offer 2G, 3G and 4G services?**

Ans. Aircel has pan-India 2G licenses in 22 circles; 3G licenses in 13 circles Andhra Pradesh, Karnataka, Tamil Nadu, Kolkata, Kerala, Punjab, Uttar Pradesh (East), West Bengal, Jammu & Kashmir, Bihar, Orissa, Assam and North East and 4G licenses in 8 circles: Tamil Nadu, Jammu and Kashmir, Andhra Pradesh, Bihar and Odisha, West Bengal and North East.

### **Q. Is Aircel a listed company?**

Ans. No, Aircel is not a listed company.

### **Q. Who are the key management personnel at Aircel?**

- Kaizad Bomi Heerjee, Chief Executive Officer, Aircel
- Anup Vikal, Chief Financial Officer, Aircel
- Anupam Vasudev, Chief Marketing Officer, Aircel
- Sandeep Gandhi, Chief Human Resource Officer, Aircel
- Robert James Sewell, Head- Technology Solutions Group, Aircel
- Sameer Dave, Chief Technology Officer, Aircel
- Ashok Sharma, Head- Regulatory, Aircel
- Vipul Saurabh, National Head- Operations and Customer Support, Aircel
- Aditya Chaudhuri, Head- Business Development, Aircel
- Suren J. Amarasekera, Chief Enterprise Officer, Aircel
- Alok Kumar, Head-Customer Service Delivery, Aircel

### **Q. What have been Aircel's key achievements over the years?**

Ans. Aircel has achieved the following milestones over the years:

- **2009:** Aircel became a national operator; launched industry first *Pocket Internet*, Yahoo Search and Facebook on Mobile

- **2010:** Tied up with INQ, introduced Facebook voice updates and launched pocketapps store and wi-fi hotspots
- **2011:** Launched 3G services and products like- Pocket Internet 3G, Pocket learning and Pocket Finder; handset tie-ups- Android powered Ideos, iPhone 4 and Olive (low cost tablet)
- **2012:** Made 3G affordable to the masses by launching Pocket Internet Smart; other products/services/initiatives launched were PocketBuddies Srf n Txt, Celebrity Chat, Pocket Internet Games, Aircel's tie-up with Yebhi.com, Power of Inspiration, College brand ambassador - Harvard Certification Program, Association with Aircel Chennai Open 2013
- **2013:** Introduced 'Joy of Little Extra' and products like Extra Talk Time, Extra Talk Time with CSK and Extra Talk Time with Full Talk Time
- **2014:** Launched 4G services in four circles, launched first of its kind international calling plans; 'Facebook for All', Free FB and Whatsapp with the launch of new TVC campaign 'Dilon ko laye extra paas', Aircel High Flyer Contest; became the Principal Sponsor of Kolkata team of Indian Super League - Atletico de Kolkata (ATK), tie up with Saavn for Aircel Music Mornings, partnership with Micromax for Canvas Beat, 'Design Your Own Plan' facility for prepaid and postpaid customers, Astro Buddy service, Aircel-NDTV 'Save Our Tigers' 3<sup>rd</sup> season

**Q. Please share the details of the various awards that Aircel has won in the recent times?**

Ans. Kindly refer to the following table for details:

<b>Awards</b>	
<b>Year</b>	<b>Award Title</b>
<b>CSR</b>	
2012	Asia Responsible Entrepreneurship Awards (AREA) 2012 at Enterprise Asia Awards
2011	Best Green Company( Private Sector) – For 'Save Our Tigers' at NDTV Greenies Eco Award
2011	Gold Award at CSR Event/ property of the year
2011	7 Olive Crown awards for Aircel 'Save Our Tigers'
<b>HR</b>	
2013	Award for Innovation in learning - Code of conduct theatre and Award for Best Training Venue at World HRD Congress Awards



2012	<ul style="list-style-type: none"><li>- Award for Innovation in learning - E-comic on iphone4s</li><li>- Award for Excellence in content developed - Web based training (WBT) program on Code of Conduct</li></ul>
<b>Technology</b>	
2014	'2014 Best Practices Awards' by TDWI (The Data Warehouse Institute) in 'Emerging Technologies and Methods' category
2013	'Best Practices Awards' by TDWI (The Data Warehouse Institute) in 'Enterprise BI' category
2012	'Excellence Award for Security in Telecom 2012' by Data Security Council of India (DSCI) an institution setup by NASSCOM®
<b>Telecom</b>	
2013	IT's Recommendation Engine platform won in the category of "Fastest Growing Telecom Company of the Year" at 'Worldwide Achievers Business Leadership Awards 2013' by Time Research Group
<b>Brand/Marketing</b>	
2013	Silver Award in 'Best Creative – Telecom Product & Services Category' at the OOH Advertising Awards 2013

## **Brand**

### **Q. What is the USP of brand 'Aircel'?**

Ans. Aircel is an innovative mobile services provider with a focus on data and youth. As a young brand, we understand the needs and requirements of our customers and subsequently offer innovative value for money products and services.

### **Q. How has Aircel positioned itself as a brand?**

Ans. Aircel has positioned itself as a leading innovative mobile services provider offering 'extra' to its customers through its relevant and value for money offerings.

### **Q. What are Aircel's core strengths as a brand?**

Ans. Aircel is a young, innovative and data focused brand which has always worked towards offering best value for money products and services to our subscribers. In our journey as a brand, our association with properties such as Atletico de Kolkata, Chennai Super Kings and Chennai Open have been very special. We have also brought into focus the cause of tiger conservation in our country through our CSR initiative 'Save Our Tigers'. In addition, we take pride in being the pioneers in offering affordable mobile internet with 'Pocket Internet'.

### **Q. Please elaborate on the recent brand campaign by Aircel.**

Ans. Aircel recently introduced its new TVC – Dilon Ko laaye extra paas – with an essence to bring extra into the lives of its customers with Aircel Internet. The new campaign is in line with Aircel's brand positioning to deliver extra by converting ordinary into extraordinary through its innovative products and services.

The new advertisement captures Aircel's deep seated belief to bring extra into the lives of its customers through the tale of two brothers. The younger one sulking about how nobody cares about his birthday except the routinely wishes by his family. Just then, the elder brother through Facebook and Whatsapp service on Aircel Internet network ropes in his friends to wish his little brother in a special way. The kid wakes up to tens and hundreds of red balloons dotting the blue sky. He is mesmerized to see red balloons going up from every single corner of his neighborhood. He exchanges a look with his elder brother all starry eyed while enjoying his amazing birthday gift. The film ends with a voiceover 'Dilon Ko laaye extra paas'.

### **Q. What are the various brand properties that Aircel sponsors?**

Ans. Aircel is currently associated with the Atletico de Kolkata, Chennai Super Kings, Chennai Open, the country's only ATP tennis tournament and Lajong football club in Shillong.

**Q. Please elaborate on Aircel's association with Atletico de Kolkata.**

Ans. Aircel is associated with one of the biggest teams of Indian Super League (ISL) - Atlético De Kolkata – as its Principal Sponsor. The Aircel logo will be used on the front of team jersey and training kits under the current sponsorship arrangements. Aircel always believes in nurturing sporting talent in the country and has been associated with various sports, such as Cricket, Football, Tennis, Hockey and Golf. Through this partnership, Aircel aims to encourage the current crop of young talent and shape them into future football stars of the country and also build a stronger connect with the youth.

**Q. What is the objective of such associations?**

Ans. Youth being our primary target segment, the objective is to connect with them better. We look at such associations which present an opportunity to capture our brand ethos. These help the company gain visibility and recall among the youth, the primary target segment for Aircel.

**Q. Which have been Aircel's successful social media campaigns till date?**

Ans. Aircel's successful social media campaigns include:

- #AircelMeetSuriya campaign on Mother's Day
- Dhoni Wardrobe
- #AircelGSpot
- Aircel High Flyer – during IPL
- #Cheer4CSK
- #Cheer4TeamIndia
- Free FB on Aircel
- My Mother to Me
- Free Wikipedia on Aircel
- Aircel Kaspersky tie up
- #MyValentineSong on Valentine's Day
- Aircel Celeb Chat

## Products and Services

### **Q. What are some of the key products and services offered by Aircel for voice?**

Ans. Aircel has recently launched an industry first rate cutter that offers Aircel to Aircel Local & STD calls at 10p/min. Customers will be able to make all Aircel calls at just 10p/min not only in home network but also while roaming on Aircel network.

The plan is available across India for different denominations.

### **Q. What are the recent products and services that Aircel has launched in the data space?**

Ans. Riding on its brand philosophy to offer 'extra' to its customers, Aircel has introduced free Facebook and Whatsapp on all pocket internet packs across India for its new and existing customers, thereby giving them freedom to the socially connected 24\*7. Customers can also buy special social PI pack for Rs.26 with validity of 28 days depending on their social needs.

With free Facebook and Whatsapp, the customers also have the option of benefiting from the special social networking tariff packs for Facebook and WhatsApp usage. All new customers taking Aircel connection will get 100 MB/month for 2 months to access Facebook and Whatsapp without any additional charges. While existing 2G and 3G customers will get an additional 10 MB / day extra for usage on Facebook and WhatsApp on all Pocket Internet recharges.

The pack available in Delhi is:

MRP	Benefits	Validity
Rs. 26	<ul style="list-style-type: none"><li>• 100 MB data for Facebook &amp; WhatsApp</li><li>• 10 MB of normal internet usage</li><li>• 50 free SMS (Local and National)</li></ul>	28 days

### **Q. Please share information on recently launched combo products by Aircel.**

Ans. With a strong focus on value for money products, Aircel has launched **special voice and data Super Combos priced at Rs.251 and Rs.299** for it prepaid customers in Karnataka.

The product offers best tariffs with unmatched full talk time and 2G/3G data benefits on a single recharge. The combos priced at **Rs.251** and **Rs. 299** offer full talk time of Rs. 180 along with 1GB of 2G/3G data and full talk of Rs. 200 with 1.5 GB 2G/3G data respectively. The product will be valid for 30 days.

The details of the benefits are summarized below:

MRP	Talk time Benefits	Data Benefits
Rs. 251	Rs. 180 (Unlimited validity)	1 GB
Rs. 299	Rs.200(Unlimited validity)	1.5 GB

With the purchase of these combo packs, the consumer gets extra data benefits compared to individual recharges of voice and data separately.

**Q. Which are the recent music related offerings by Aircel?**

Ans. Aircel and Saavn, the world’s leader in digital streaming for Indian music, have come together and launched ‘Aircel Music Mornings’. The music-based promotion, which will run for three months, provides Aircel subscribers with data-free access to Saavn’s comprehensive music catalog between the hours of 6 am and 9 am, seven days a week. For one month per customer, the data usage on Saavn during those hours is absolutely free for prepaid subscribers. It will not be billed nor will it drain users’ data packages.

“Aircel Music Mornings” applies to the entirety of the company’s vast music catalog, which includes more than 1 million songs, including an extensive international catalog. Listeners can choose from popular genres like Bollywood, bhangra, devotional, ghazals, carnatic and indipop, across 11 languages: Hindi, Punjabi, Tamil, Telugu, Marathi, Bengali, Gujarati, Kannada, Malayalam and Bhojpuri, as well as English.

In addition, Aircel has also started offering ‘**Mobile Radio**’; an IVR service wherein the customer dials in and listens to music completely free of cost. This unique service, powered by Techzone, one of the leading MVAS technology partners and aggregators, allows customers to listen to non-stop music on their mobile handset by simply dialing a toll free number **56060555**. The customers have an option to select their favorite songs ranging from different genres, artists and in various regional languages like Hindi, Marathi, Gujarati, Assamese, Bhojpuri, Tamil, Telugu, Malayalam, etc.

Also, in its commitment to offer wide range of capabilities on 3G to its customers, Aircel launched industry’s first 3G music smartphone – Canvas Beat – offering unified music experience with technology powered by Micromax. Bundled with a bouquet of attractive offers and benefits, the smartphone is exclusively retailed by Aircel only for its customers.

The Canvas Beat smartphone offers Enhanced 3D inbuilt surround speakers, free Head set and earphone, free songs for limited period and Large IPS screen for clear visual display. This will enhance

the experience of listening to music on mobile handset by many folds. The 3G smartphone comes with a unique offer to attract music movers, consisting of full talk time, free data benefits high end music headsets, and an Aircel music app installed in the handset and gives user the benefit of 1000 free songs. The smartphone will be available at all Aircel stores for a special price of Rs. 9999.

**Canvas Beat – Specification and Benefits**

Device configuration	Benefits
<ul style="list-style-type: none"> <li>• 3G, 5” screen</li> <li>• 1.2GHz Quadcore Processor</li> <li>• Android 4.2.2 Jellybean</li> <li>• 8MP Camera</li> <li>• Sleek design and unmatched sound output</li> </ul>	<ul style="list-style-type: none"> <li>• Full talk time of Rs. 118 on a recharge of Rs. 118</li> <li>• Local Calling &amp; STD calling @ 1p/sec for 6 months</li> <li>• 1GB Data (2G/3G) per month for 30 days</li> <li>• ISD calling benefits</li> <li>• Free 1000 songs through Aircel app</li> <li>• High end headsets</li> </ul>

**Q. Which products and services by Aircel can help the visually impaired?**

Ans. In its commitment to support the communities it operates in, Aircel recently launched a special helpline number and pre-paid plan for the visually-impaired in Mumbai. The initiative offers customized plan and services to the visually impaired keeping in mind their special needs and requirements.

The customers with special needs will enjoy **extra talk time of Rs. 150** on one time recharge of Rs. 135 and above every month with further discounted calling rates and uninterrupted data experience for a validity of 180 days. In addition, the customers will receive **100 minutes of free Aircel-2-Aircel calling every day** as the first 2 minutes of the day will be charged at Rs. 1.5p/sec. Also, on the first recharge of the special product, Aircel will offer a one-time benefit of either talktime of Rs. 50 valid for 35 days or 500MB data valid for 30 days. The offer is exclusively created for the visually impaired customers in Mumbai.

With an aim to make life better for the customers and offer them uninterrupted connectivity, the visually impaired customers can simply dial in special helpline number **8898112345** to receive fast resolution to their queries.

**Q. Please elaborate on Aircel’s Design Your Own plan service.**

Ans. Aircel has pioneered a unique concept of ‘**Design your own plan**’, an online service, which gives customers the flexibility to create a plan of their choice. This service is available for both Prepaid and Postpaid customers and offers freedom to customize plans basis the requirement thereby leading to customer delight. To ‘Design your own plan’, customers will need to log on to [www.aircel.com](http://www.aircel.com), and make choices, as per their need, across calling, texting and surfing in the Plan Designer tool.



Post the choices have been entered across, a relevant plan is shared for the customers to choose and confirm. Customers also have the freedom to re-design the plan or add extra packs basis their need.

The service is available for both Aircel & Non Aircel customers. New Customers can activate these plans, by simply filling and submitting the Aircel Customer Enrollment Form at the nearest Aircel store. Existing customers have the freedom of recharging Value Packs online or choose any a new plan by using the design tool.

**Q. Please share some details on Aircel's 'Astro Buddy' service.**

Ans. Aircel has launched a unique and exciting astrology service 'Astro Buddy' for its customers. Through this exciting product, customers can subscribe for daily astrology updates and predictions based on their zodiac signs. The service by Aircel is supported by renowned astrologer Bhupesh Sharma who will be lending his expertise to its subscribers. Bhupesh Sharma is also the lead Astro-counsellor of Nyassa AstroCorp, an astrology consultancy. He uses Astrology as a counseling tool rather than a predictive or remedial gimmick. Apart from individuals, Bhupesh has been counseling many corporate heads and business houses on issues like HR, Mergers, acquisitions, takeovers, new business ventures, etc. Customers will receive their daily astro updates as a wake up alarm service, in Bhupesh Sharma's voice every morning. The service is available to Aircel customers at Rs. 2 per day who can subscribe by dialing 12886(Toll Free). Customers can also avail Premium Astro Counselling Service at Rs. 10/min to seek astrology solutions for their problem by dialing 51717.

**Q. Please tell us about recharging Aircel number through Facebook.**

Ans, Aircel has launched first of its kind Recharge Store on Facebook. The recharge app allows Aircel prepaid customers to recharge their number on the Facebook fan page itself. **The Aircel Recharge App** is an initiative to give our subscribers complete comfort in recharging their numbers while they connect with their friends, indulge in gossip and search for entertainment, without having to leave Facebook. Aircel ensures safe and secure transactions for its customers with all recharge plans.

**Q. Please tell us about Aircel's 'Smart Pay' service?**

Ans. Aircel has launched "Aircel Smart Pay" in 6 cities- Delhi, Mumbai, Kolkata, Chennai, Coimbatore and Jaipur with more than 2,000 retailers. Aircel Smart Pay provides a money transfer service in partnership with ICICI Bank where customers can transfer money to any bank account in India from a designated Aircel retail outlet. In addition to money transfer service, customers can also perform mobile recharges, DTH recharges, postpaid bill payments and utility bill payments. The service is delivered on both mobile based (USSD) and web-based channels to the Aircel Trade partners.

## **Corporate Social Responsibility**

### **Q. What is the focus of Aircel's CSR programme?**

Ans. In a country as large as ours there are innumerable causes that a corporate can support. At Aircel, we realized the need to create strong bonds with communities and their environment. India is a young country and yet one plagued by issues of education, unemployment, degrading environment, etc. For any corporate to be successful in its societal commitments, it is imperative to address these issues in a holistic and an overall perspective.

At Aircel, we have structured our CSR framework called the '3Es Framework' to include the most pressing issues - Employability, Education and Environment. The attempt is to not only address the requirements of the neediest but also ensure a sustainable future for them, their families and the environment.

### **Q. Please elaborate on Aircel's focus under the '3Es Framework'.**

Ans. Aircel's Corporate Responsibility strongly supports causes that have a societal and an environmental impact. This not only reiterates our belief of working with communities, their sustenance, but also places us as a brand that strongly believes in the future of India and its youth. In a country as large as ours, there are innumerable causes and issues that may be taken up and adopted by corporates. At Aircel, we decided to create an impact in the field of environment (Aircel 'Save Our Tigers') and education and employability (Aircel a+, an initiative aimed at bridging the digital divide in the country).

### **Aircel 'Save Our Tigers' initiative:**

Corporate Social Responsibility has been broadly defined as the ecological and social responsibility of an organization in the surrounding it operates in. Aircel decided to work towards the cause of environment and taking up the cause of the Tiger, our national animal. While the fact that '1411' tigers were left in the wild in India triggered the 'Save Our Tigers' initiative, Aircel also felt that being in the communication space, we had an opportunity to give voice to the cause of Tiger protection.

In addition, since Aircel is a young telecom service provider with its key target audience as the youth, 'Save Our Tigers' was taken up as a cause so that we could secure the environment for our future generation, the tiger being one of the key enablers for ensuring ecological balance. We believe that youth of today are much more aware and passionate about causes related to the environment. They can act as key influencers in spreading the message of tiger conservation. We are reaching out to kids and youth through focused initiatives like organizing panel discussions in various universities/colleges on the cause. We are also leveraging the digital medium - blogger community and social media platforms like Facebook to drive conversations around the topic.

On ground, some of the focus areas that we have channelized our energies towards include creation of awareness regarding the cause, increased involvement of local communities, emphasizing on the need of stronger political will, mitigation of man-animal conflict and resolving the issue of poaching. We reached out to various tiger experts, environmentalists and discussed the magnitude of the actual problems at hand, figured the appropriate approach, narrowed down on a definitive methodology for 'Save Our Tigers' initiative.

#### **Aircel a+:**

This initiative was started in the year 2011. The a+ centres aim to bridge the digital divide in India. Today we have a+ centres in Chennai, Pondicherry, Pune, Hyderabad, Bangalore, Delhi, Jammu and Kolkata running in partnership with various credible NGOs such as Khushii, SWATI, BOSCO Mane etc. These training centers empower underprivileged youth by imparting computer literacy and vocational training. This not only instills confidence amongst the youth, but also gives them an opportunity towards a sustainable future and a better life not only for themselves but their families as well. In Kolkata we have a running centre in Kidderpore where approx. 200 students have enrolled for the program.

**Aircel a+** prioritizes in establishing strong linkages between the child's educational background and with Aircel a+ computer and vocational training program. The Aircel a+ course is divided into three parts – Basic, Intermediate and Advanced. The course content has been given by Microsoft ULIP keeping in mind the needs of children enrolling in these centers. The Training manuals are designed by Aircel and the vocational training in various fields is provided by our training partner. The training equips youth with skills to work in various sectors. Vocational training is provided in fields such as web designing, data entry operators, cashier, Customer relation and sales – telemarketing, sales executive, Hospitality services – front office, team leader, housekeeping, Repair and maintenance, Logistics, BPOs, etc. The duration of the computer literacy course is for 6 months and the vocational training courses are from 3-6 months. After these youth have completed vocational training; Aircel with the help of its training partner Empower Pragati assists in placing these youth in jobs, to help them lead a sustainable and a better life.

#### **Q. Please elaborate on Aircel's partnership with Gabi Life.**

Ans. Aircel has partnered with Gabi Life, a leading apparel design brand, to garner support for Aircel's 'Save Our Tigers' initiative. Under this partnership, Gabi Life will design and manufacture merchandize incorporating Stripey- the cub. Stripey is the brand ambassador for 'Kids for Tigers,' a programme run by Aircel as part of its 'Save Our Tigers' initiative. People who buy this merchandize through [www.saveourtigers.com](http://www.saveourtigers.com) and [www.gabilife.com](http://www.gabilife.com) will be able to contribute towards the cause. The proceeds generated from the sale will go into an audited account that has been specially created for 'Save Our Tigers' by Charities Aid Foundation (CAF), a registered charitable trust and a not-for-profit organization committed to increase the flow of resources towards the voluntary sector across India. The

funds will be channelized towards on-ground tiger conservation projects run by Aircel in association with its partner NGOs.

**Q. Please share information on Aircel-NDTV 'Save Our Tigers' initiative.**

Ans. To reach out to the masses, Aircel joined hands with NDTV for 'Save Our Tigers' campaign. This year, in 2014, **Aircel and NDTV's 3<sup>rd</sup> season** together focused on the six point agenda - 1) Involve Local Communities in Conservation, 2) Strengthen and modernize the forest department to step up protection, 3) Improve Man-Animal Conflict Mitigation Measures, 4) Protection of buffer zones and corridors should be increased, 5) Zero tolerance approach to poaching and 6) To make political parties accountable for loss of bio-diversity. This agenda has been taken across to all important Stakeholders including Chief Ministers of key Tiger States who have committed their support.

A massive '**Signature Drive 2014**' was organized with NDTV across the country to garner further public support for this initiative. So far, over a million citizens across the country have signed and supported this initiative.

**Q. Which celebrities have recently come forward to support Aircel's 'Save Our Tigers' initiative?**

Ans. Actress **Nargis Fakhri** recently came forward to support tiger conservation and encourage the brave guardians of the wild at the Rajiv Gandhi National Park, Nagarhole. The actress extended her support to Aircel's 'Save Our Tigers' initiative by signing for the **Signature Drive 2014**.

At the event, Aircel donated 35 units of gas stoves and solar chargers to the Special Tiger Protection Force (STPF) of the National Park. **Brinda Malhotra**, Head Corporate Social Responsibility, Aircel and **Jose Louies**, Regional Head- South India - Wildlife Trust of India (WTI) in presence of actress Nargis Fakri handed over the equipment to **ACF Lindaraju**, Head of STPF. The actress experienced the working of the hand-held devices given to the STPF staff to understand the cost effective ways technology is helping tiger conservation.

**Q. What other projects does Aircel support?**

Ans. Aircel supports the **Satya Bharti school program**. It was launched in 2006, aiming to provide quality education to underprivileged children in the rural areas. The program also focuses on the girl child and promotes right to education.

**Q. What is Aircel doing to involve its employees in its CSR initiatives?**

Ans. All Aircel employees are kept informed about the developments on each of these projects and any contribution from their end is welcomed. Moreover, Aircel employees and leadership teams from all circles actively participate in CSR events such as 'Kids for Tigers' rallies and fests and help reiterate our commitment towards the programs.

## **Human Resource**

### **Q. What makes Aircel a great company to work for?**

Ans. Aircel has a strong value system. Our core values- Simple, Creative and Trustworthy are reflected in each of our employees. We encourage them to innovate and provide them with a healthy and competitive environment. Our aim is to acquire, nurture and retain highly talented and goal-oriented professionals. The culture of Aircel adds to the overall optimistic attitude within employees.

### **Q. What are Aircel's core values?**

Ans. Simplicity, Creativity, Trust and Excitement are Aircel's core values.

### **Q. Please share some HR policies for employees at Aircel.**

Ans. The HR policies at Aircel are employee friendly. Here, the employees enjoy benefits like work life balance, open door policy, reward and recognition etc. which are instrumental in retaining talent. Our fair and transparent performance based appraisal system; incentive policy Performance Linked Incentive (PLI) and well defined Key Performance Indicators (KPIs) contribute to regular performance assessments.

### **Q. How does Aircel encourage learning and development?**

Ans. Our training and learning hub - Aircel Academy, situated in our corporate office in Gurgaon, offers state-of-the-art facilities that help us in nurturing future leaders to utilize their skills to attain higher benchmarks. Aircel Academy is the epicenter of fostering professional work culture and learning at Aircel.

### **Q. What employee initiatives set Aircel apart from other telecom companies?**

Ans. Our learning initiatives set us apart from the rest. The Aircel Academy's vision and mission manifest itself in the company's logo, the learning-wishing tree, wherein learning is meant to be both an inward and outward journey.

We have partnered with the best-in-class universities for leadership development. Internationally, we have partnered with Harvard, Duke Corporate Education, Richard Ivey School of Business, and Stanford University; and nationally with IIM Ahmedabad and XLRI among others. Leadership programs are intertwined with the employees' career program.

### **Q. Please elaborate on the induction process at Aircel?**

Ans. All new hires are put through a rigorous week long induction workshop conducted by Aircel Academy team. The key functional heads spend considerable time with them to introduce and familiarize them with our system and processes, vision, mission, goal and culture of the organization.

**Q. What specific attributes / values do you look for in candidates being interviewed? What skill sets are important when hiring for your company?**

Ans. Telecom is a dynamic and very competitive industry. With each day throwing new challenges, the industry demands the candidates to be confident team players to handle challenging situations. The candidate needs to come across as flexible to imbibe the cultural values of the organisation and should have the enthusiasm to learn and develop skills as he/she climbs the ladder.

**Q. What's unique about your appraisal system?**

Ans. At Aircel, we believe – as you sow, so shall you reap. Our appraisal system reflects this very philosophy. We believe in identifying and encouraging high performers and also helping employees who may not be doing as well reach their full potential. Our appraisal system is a means to contribute to employee growth identifying development needs and providing support through training and development wherever needed.

Through this system, we also reinforce the belief that is only together that we can rise, by providing differential increment percentages for hi-performing circles.

**Q. What are some of the facilities being provided by your organization at workplace?**

Our focus has always been on creating a fun, energetic work place. We have a recreation room for employees to relax and play after work hours. For larger interactions and internal engagement activities we also have a state of the art auditorium. Keeping in mind the interactive environment we wish to create, we have made an open break-out zone in the office where employees can lounge on bean bags, catch a cup of coffee and still continue to work away from their desks.

**Q. What initiatives are undertaken by Aircel to ensure ethical behavior at workplace?**

Ans. Aircel has a 'Code of Conduct' policy that strictly outlines the responsibility and proper conduct to be followed by each and every employee. We are committed to create an ethical workplace that is free of harassment, discrimination, where all individuals are respected and provided a comfortable work environment to perform and grow.