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## Aircel launches 'My First Internet' service for subscribers

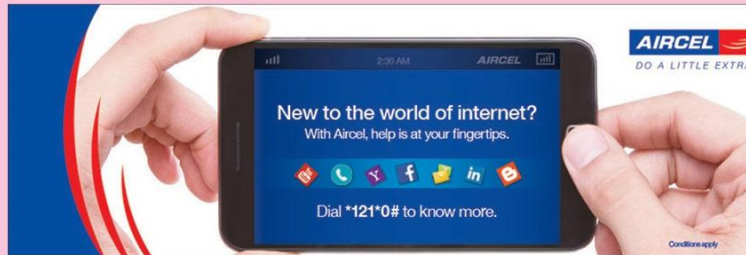
READER CORRESPONDENT ■ SRINAGAR

Aircel Tuesday launched 'My First Internet' service, promising to be the "perfect guide to mobile internet adoption and usage" for new customers.

"The service has been introduced in line with the company's commitment to offer maximum convenience to customers in the simplest way, and to fuel the growth of mobile internet in India," Aircel said in a press statement issued here.

It said the service, accessed using a short code \*121\*0#, provides a single platform to Aircel's subscribers for choosing the "most-suitable" internet plan.

"It also helps them identify a host of other things one can do or access using Aircel internet," it said, adding "It suggests high-rated free



applications for all kinds of smartphones and helps customers save internet settings."

It, the company said, also provides access to relevant Frequently Asked Questions,

educating the subscribers about internet usage and "doing so on the Aircel network that offers seamless internet connectivity at the most affordable prices."

Anupam Vasudev, Chief Marketing Officer of Aircel, said in the statement: "The power of the internet is far from being unknown today, when it is transforming billions of lives across the world. However, our country is one that has not harnessed the internet's benefits to the same degree and more than 60 per cent of India's population is yet to get online."

"As a data-led telecom player, we are committed to accelerating the pace of this process and are delighted to launch 'My First Internet' service, which will bring in a great deal of transparency for customers to access mobile internet on their phones," he added. Vasudev said the company is confident that "our effort will simplify internet subscription and usage to open up a world of opportunities for all our customers."