

**Publication:** The Hills Times

**Date:** January 19, 2014

## Aircel launches 'Good Morning North East'

Shillong, Jan 18: Aircel has launched a unique scheme called 'Good Morning North East' - for its subscribers in North East. Under this product, Aircel customers can avail unlimited local Aircel to Aircel calls from 4am to 8am. Existing customers can avail these benefits through a recharge of Rs 21 and avail these benefits with a validity of 21 days. New customers can do FRC (First Recharge) priced at Rs 42 to get these benefits with a validity of 90 days.

Nilaj Mahalanavis, Circle Business Head - North East, Aircel, said, "With the onset of new year, we are delighted to introduce a unique proposition 'Good Morning North East' for our customers. The product will enable our customers to talk to their family & friends during morning hours at best value for money. This product is especially aimed at the student community, young working professionals and traders who start their day early and like to be in touch with their friends and family before they start for their respective work places or colleges."