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Aircel to focus more on 'Internet for all' mantra

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Major telecom operators appear to be aggressive over the prospects of **value-added services (VAS)** in India which has helped them to distinguish, add substantially to their margins while simultaneously be a forerunner to third generation or 3G regime and are expected to play a major role in the future, LTE or 4G.

The recent creative campaigns of some leading telecom players like **Aircel's Pocket Internet** offers like **PI-24** that enables the customers, especially the first time internet users, to experience internet on their mobile phones at an economical price of less than Re 1 per day. And Airtel's latest ad of watching an entire music video or a cricket clip for Rs. 1 has already created a lot of buzz around. According to Aircel, they are growing at 65% on data consumption.

While talking to **My Mobile** Magazine, Arvinder Gujral, Head- Data **VAS**, Aircel said about company's strategy "The mantra of Aircel is 'Internet for all' and we want to make internet accessible to everyone in the country. Aircel has taken note of the fact that the users are shifting from using SMS based services to internet based services. Also, we are gradually witnessing the user need of utility services in addition to entertainment services. From a brand point of view, we have taken a position to play the data game; our Pocket Internet has been a key differentiator."

On being asked about that will Aircel drop prices to increase the data consumption in near future, Gujral added, "Aircel took the first step in making 3G affordable for the masses. We launched Smart Pocket Internet data plans which truly changed the way mobile internet was perceived and consumed. However, we have to understand mobile Internet pricing in India is very attractive at the moment. As an operator we will take necessary actions and intervention to induce consumption."