

**Publication:** Rising Kashmir

**Date:** December 30, 2014

# Aircel organizes 'Premier League' in Jammu



## RISING KASHMIR NEWS

Srinagar, Dec 29: In its unwavering commitment to its trade partners and rural audiences in Jammu and Kashmir, Aircel, one of India's leading telecom players organized an exciting cricket tournament 'The Aircel Premier League' for its trade partners and rural audiences.

The cricket tournament which started on December 21 brought together both urban and rural segments to play fun-filled and engaging cricket matches.

The final matches which were held at the KC International School stadium on December 28 had three matches. First match was played between two village teams namely Targwal VS Akhnoor 11. Second match was played between two trade teams namely Old Jammu Kings VS New Jammu City and finally the highlight of the day was the match played between Aircel warriors and the Media 11. The event ended with 8 teams namely Akhnoor 11, Old Jammu Kings and Aircel Warriors winning the Aircel Premier League.

Anupam Verma Business Head of Aircel in Jammu and Kashmir said, "Whether you are a trade partner, customer, media or an employee, we value relationships and you not only become a significant part of the Aircel journey, but also become an integral part of the Aircel family."

He added at Aircel, "We always believe in 'doing a little extra' and organizing the 'Aircel Premier League' for our wonderful trade partners, rural audiences, media and employees further cements that belief. The 'Aircel Premier League' was also a great platform to

bridge the rural and urban gap and bring together our rural and urban audiences under one roof through cricket which is considered the most popular sport in the country begetting much more excitement and greater fan following than any other sport".

The trophies to the winning teams were handed over by Madan Kumar Jha, Circle Business Controller and Rakech Kumar, Sales Head, Aircel Jammu respectively. Speaking on the occasion Rakech Kumar Sales Head Aircel-Jammu said expressed gratitude towards its trade partners for

their efforts and the work they have been doing.

"They are as much a part of the Aircel family as us employees and we will continue to work in tandem to take our relationship to greater heights. I would like also like to thank all our Sarpanches and village heads without whom Aircel's successful journey would have been incomplete. And finally a very special thanks to our dear media friends for their constant support as Aircel continues to grow by leaps and bounds in Jammu and Kashmir".