

**Publication:** The Hindu Business Line

**Date:** October 16, 2015

## New data packs from Aircel

### OUR BUREAU

New Delhi, October 15

In an effort to strengthen its data services, telecom service provider Aircel on Thursday said it will give new data offers to existing customers, for which it has partnered with Snapdeal, Ingram and NexGTV.

"Our newest innovations are in line with the evolving data and mobile Internet scenario in the country. While India's smartphone base has seen an increase of 55 per cent in 2015, we witnessed a 75 per cent increase in 3G user base," said Anupam Vasudev, Chief Marketing Officer, Aircel.

To give an online shopper the option to buy 'data recharge', the company is offering 'paper recharge' through Snapdeal, wherein a shopper can choose two exclusive denomination packs - ₹402 and ₹602 - which are bundled with more benefits than the available market recharges. With Ingram (a mobile insurance provider), a customer who buys a new smartphone can choose coverage limited to accidental and liquid damage within seven days of the

purchase. For new smartphones worth up to ₹10,000, customers can buy ₹499 pack that offers benefits worth ₹1,200.

This will also include 1GB Aircel data for three months, the company said. In another pack of ₹799, it will offer insurance against smartphones worth up to ₹55,000 and will include 1GB Aircel data for three months and premium anti-virus.

With nexGTV, it will offer over 130 live TV channels and over 2,000 blockbuster movies at a discounted annual subscription of ₹749, along with 1 GB Aircel data every month for three months, the company added.