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Business Minded

Aircel records exponential growth, becomes 4th largest operator in Raj

As a result of our strong focus and commitment to offer innovative and best value for money products and services, Aircel has successfully become the 4th telecom operator in Rajasthan as per the last published figures by COAI (September 2013). The revenue market share of Aircel grew from 5.4% in Q2 2013 to 6.1% Q3 2013, registering an impressive double digit positive growth over Q2 2013, thus becoming one of the youngest players to achieve this growth within 3 years of operations in Rajasthan. Aircel's growth is attributed to the success of various innovative and value for money products in voice, text and data. To extend its value for money proposition, Aircel on Wednesday launched a community calling pack – 'Good Day with Aircel'. Customers will enjoy free Aircel to Aircel calls between 5am and 5pm. New customers can recharge with Rs149 and enjoy the benefit for 180 days while the existing customers can recharge with Rs99 and enjoy the benefit for 90 days. In addition, the product will offer economical calling rates @ 40p/min for local and STD calls. Harish Sharma, Regional Business Head – West, Aircel, said, "Rajasthan is one of the key markets for Aircel in the northern region. Through our value for money products and data plans we have been able to capture the market and register growth vis-à-vis industry. Our products have resonated well with our target audience – be it youth or young working professionals and have helped them to save 40-50% on their monthly mobile bills. We are extremely committed to the Rajasthan circle and will constantly strive to provide simple and innovative products and services to our customers."

