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Aircel registers growth in State

Staff Reporter

BHUBANESWAR: Aircel, a major telecom service provider, here on Thursday claimed to have registered a spectacular growth in Odisha.

"We have become the fifth largest telecom player in Odisha as per the last quarter published figures by the Cellular Operators Association of India. We have registered a growth of 8.38 per cent as against the industry growth of 0.74 per cent in the quarter ending September 2013," said Dhiraj Israni, Circle Business Head of Odisha Aircel, here on occasion of launching Full Talk Time (FTT).

FTT is an innovative product which starts from Rs. 10 offer for the prepaid custom-

ers in Odisha. Subscribers could enjoy full value of the offer.

"Aircel revenue market share grew from 7.1 per cent to 9.1 per cent at an impressive 2 per cent growth from September 2012 to September 2013," Mr. Israni said.

He said Aircel, Odisha launched the innovative product keeping in mind the low density in rural market. "The tele-density in rural Odisha still hovers between 40 per cent and 45 per cent. The low denomination would attract people in rural areas," the Aircel-Odisha head said.

On data services, he said the telecom service provider was trying to enhance its capacity in six towns where its 3G service is available.