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Aircel partners with D-Link to offer free 3G data

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Jammu, Nov 20: Aircel, one of India's leading telecom players, has partnered with D-Link – a leader in wireless networking to offer 3G data benefits to its customers across the country.

According to a company statement, the reverse bundling offer will enable customers to get 1 GB of free 3G data per month for a period of 3 months. The offer will be available for customers who activate an Aircel 3G SIM on D-Link data card namely 'D-Link DWM-156' and routers namely 'D-Link DWR-512 and DWR-730'. The partnership is aimed at driving data growth in India by offering high-end 3G experience to the customers.

To avail the benefits, customers need to make a total recharge of INR 100 per month post activation; free 3G benefits will be over and above recharge benefits, the statement read.

Chief Marketing Officer - Aircel, Anupam Vasudev said, "Aircel constantly strives to contribute to the growth of data in India by introducing affordable innovations for the customers. A recent report by IMAI and IMRB estimates that by June 2014, India will have 243 million Internet users, at which



point of time, it is expected to overtake the US as the second largest Internet base in the world. This clearly indicates that India is now experiencing a data revolution and operator- device tie-ups will play a significant role in strengthening the telecom ecosystem, which is critical to fuel this growth. We are confident that with D-Link's superior hardware technology and Aircel's robust network capabilities, we will be able to provide a wholesome 3G experience to our customers."

Aircel constantly evolves its network to meet the data and device upsurge in the market. Recently, Aircel has entered into strategic partnerships with device manufacturers to launch bundled offers for customers across the country. Now, by joining hands with D-Link, Aircel has taken a giant stride in the data card and dongle space and aims to increase 3G penetration in the country.