

Publication: The Assam Post

Date: January 28, 2014

Aircel and Rhino Riders organize 'Good Morning Rally' in Guwahati

Guwahati, Jan 27: In its continuous commitment to serve the community, *Aircel*, one of India's leading telecom players, in association with Rhino Riders Club organized 'Good Morning Rally' to spread awareness on road safety in Assam. The rally witnessed participation from 150 Royal Enfield riders was flagged off by Dibyajyoti Khaund, Circle Business Head – Assam, Aircel from South Point School, Basapara and concluded at Sonapur. Speaking on the occasion, Dibyajyoti Khaund, Circle Business Head – Assam, Aircel said "*Aircel constantly strives to undertake initiatives for the development of the state and community. Since 2006, over two thousand*

people have lost their lives to road accidents in Assam. The need of the hour is to educate the people of the city and spread awareness to prevent road accidents. By joining hands with Rhino Riders for 'Good Morning Rally', we urge the people of Guwahati not to violate speed limits and take all safety measures on the road in order to curb the number of road accidents in the state."

Aircel is one of the market leaders in Assam with a strong focus on youth. Recently, Aircel launched a unique product 'Good Morning Assam' which allows Aircel customers to make unlimited local calls from 4 am to 8 am in the morning at best value for money.