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## Aircel conducts street plays to connect with customers



### RISING KASHMIR NEWS

Srinagar: Reinforcing and strengthening its 'connecting with customers' program, Aircel culminated a series of street plays 'nukkadnataks' in Jammu and its adjoining regions to create awareness about Aircel's popular value for money products and services.

Through these nukkadnataks, Aircel simplified intricate details about its products and services for all its customers, in an innovative and engaging manner.

Resonating with the slogan 'Aircel Ka Vada Hamesha Zyada', this series of Nukkad Nataks which would be an industry first communica-

tions campaign done by a telecom operator in Jammu, drew huge crowds who were keen to explore the products and services offered by the company.

Prashant Ramesh Chandhari, Circle Business Head, Aircel Jammu and Kashmir said, "As a traditional and a powerful means of communication, nukkadnataks or street plays always leave a strong impression amongst the audience and we're very proud and excited to be one of the first telecom operators to organize them in Jammu. We're confident that through these nukkadnataks, we were able to reach out and build a strong bond with our audience".