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Street plays to draw rural base for Aircel:

Aircel kick-started a series of nukkad nataks (street plays) in West Bengal to spread awareness about Aircel's popular value for money products and services amongst the rural audiences of West Bengal. Simplifying intricate details about its products and services for all its customers, this series of Nukkad Nataks promises to draw huge crowds who are keen to explore the telecom firm's products and services. These street plays will be implemented in more than twenty four areas across South 24 Parganas and Murshidabad areas over the next 10-12 days engaging with audiences in a fun yet meaningful way.