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Aircel aims to raise VAS revenues in East zone to 25% in FY'14

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Buoyed by growth in data service, Aircel is aiming to increase its revenues from value-added services to 25 per cent of the total turnover in the current fiscal from 18 per cent in 2012-13, a company official has said.

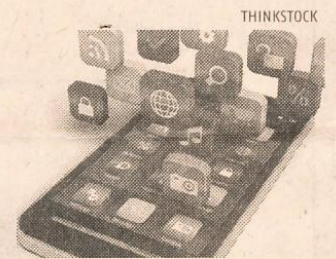
"Data revenue comes under VAS and with growth taking place we aim to increase our total VAS revenue touching 25

per cent of total turnover from 18 per cent now (2012-13)," Aircel Regional Manager (East) Virad Kaul told PTI.

With voice revenue nearly stagnating, Aircel has launched an aggressive pricing strategy to increase market share in data services to improve margins.

"In Kolkata, our 3G capacity utilisation is 8-9 per cent and in the Bengal circle it would be 6 per cent," Kaul said.

Kaul expected its capacity utilisation would improve with low value 3G and 2G data packs. The company has introduced 3G data pack of ₹23 for 100 MB 3G data which would remain valid for 30 days. Kaul said this value pack was designed for first-time mobile internet users. For Aircel, the eastern region comprised Kolkata, West Bengal, Assam and the North-East telecom circles. Aircel has around 2.8



million subscribers representing a market share of five per cent in the West Bengal and Kolkata circle.