

AIRCEL Introduces 'HUNGAMA- Offer'

"Now Pay Per Second" - Local & STD @1Paise Per Second

Hyderabad, Andhra Pradesh, October 14, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- Aircel the fast growing Pan India telecom operator in the country, with presence in 18 circles and over 25 million subscribers, launched a very unique and consumer friendly product today, "**NOW PAY PER SECOND**", in **Andhra Pradesh**.

In its endeavor to offer the best products and services to its Andhra Pradesh subscribers Aircel introduces the base tariff to any subscriber coming on Aircel network at, 1paise@1 second both on Local and STD calls making it a '**Hungama-Offer**' i.e. the lowest rate possible at the lowest pulse possible.

With per second pulse a subscriber will only pay for what he uses. It's a complete value for money offer where in a subscriber making a call for 12 seconds will now only pay 12 paise and not Re 1. The **New Aircel Lifetime connection** which is available for **Rs.40** will have a pulse for per second. Existing subscribers can also opt for 'Pay per Second', by sending an SMS, or recharging at POS at no additional cost.

Mr. Vipul Saurabh, National Head Operations and Customer Support, Aircel said, "Our endeavor is to introduce products and services uniquely tailored to meet the special needs of our Andhra Pradesh consumers. This is one such step to reward high usage in a simple manner and is value for money".

International Calls will also be charged at Per second Pulse offering subscribers a huge bonanza.

Mr. Rahul Saighal, CMO, Aircel added, "This offer to our consumers is in line with Aircel's focus on Value and Simplicity"

Notes to Editor

About Aircel

Aircel, a part of Maxis Communications Berhad, Malaysia, is India's fifth largest GSM mobile service provider with a subscriber base of over 25 million and is the fastest growing mobile operator in the country. It is the market leader in Tamil Nadu, Assam, North-East and Chennai. . Aircel is now present in 18 Telecom Circles (Mumbai, Pune, Uttar Pradesh East, Uttar Pradesh West, Delhi, Andhra Pradesh, Karnataka, Kerala, Kolkata, Assam, Bihar, Chennai, Himachal Pradesh, Jammu and Kashmir, North-East , Orissa, Tamil Nadu and West Bengal) and with spectrum secured for all the remaining circles (a total of 23 circles in India), the company is on track to become a leading Pan-India Operator. For more information, please log on to www.aircel.com

For more information, please contact:

Majid Pandit

Account Manager

(M) +91 9849300402

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