

TATA DOCOMO Launches GSM Mobile Services in UP East and UP West

“Moment of triumph for the Indian consumer”: Ratan Tata

- From today, subscribers can call anywhere in India for just 1 paisa per second
- Best coverage by any operator at the time of launch—307 towns & 14,000 villages covered in UP East; 198 towns & 2,804 villages in UP West
- Country-wide TATA DOCOMO service rollout to be completed this year itself



Lucknow, 16 November 2009: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the commercial launch of its operations in the UP East and UP West telecom circles, hot on the heels of its launch in Tamil Nadu, Kerala, Orissa, Karnataka, Andhra Pradesh, Mumbai, Rest of Maharashtra, Madhya Pradesh-Chhattisgarh, Haryana, Kolkata, Jharkhand-Bihar and Punjab. The company's Next Gen GSM service started on a heady note in Lucknow, with Tata Teleservices Limited Managing Director Anil Sardana lighting the ceremonial lamp, in the presence of TATA DOCOMO President Deepak Gulati.

TATA DOCOMO also announced a novel “Pay-for-what-you-use” model, with a pulse of one second, and a pricing of just 1 paisa per second. The company's pan-India service rollout, which was kicked off in end-June, will be completed this year itself.

In a message at the launch press conference, Mr Ratan Tata, Chairman, Tata Sons, said: “The value proposition offered by TATA-DOCOMO is a unique and revolutionary idea which symbolizes the spirit of innovation and inventive genius. This launch is truly a moment of triumph for the consumer. The launch of pay-per-use, per-second concept offered by TATA-DOCOMO will create a paradigm shift in the overall telecom experience for the customer and provide a service that is refreshingly different.”

Introducing the One-Second Pulse—Local. STD. ISD.

TATA DOCOMO also unleashed a wide array of products and services, riding on the back of path-breaking innovative products and services, & never-before tariff options. “We had made a promise that we would bring to the country products and services that would redefine the telecom experience,” Mr Anil Sardana said. “It is a privilege to be fulfilling that promise in Uttar Pradesh—where subscribers are discerning and seek transparency, innovation and differentiation. Our partnership with NTT DOCOMO will help us provide subscribers with tremendous technological and service differentiation. Keeping in view the century of trust associated with the House of Tata, we are launching the concept of *fare being fair*. From today, TATA DOCOMO subscribers in Uttar Pradesh will be able to enjoy the benefits of *pay-as-you-use*,” he added.

NTT DOCOMO is acknowledged as the global leader in 3G technology and respected worldwide for its futuristic product innovations.

Announcing aggressive pricing and customization options, Mr Deepak Gulati said: “In a market that is cluttered with many operators and throws up confusing options, we offer simplicity to consumers by being the country’s most transparent, innovative and liberating telecom brand. The first move on this front is to cut through the clutter and redefine the entire pricing paradigm—from Day One of our launch, we will work on a per-second pricing model for almost everything, be it voice calls, VAS services, IVR interactions. Above all, we promise to *always listen* to our subscribers.”

“We are focusing strongly on network superiority, coverage and service offerings. Our network footprint is the largest among all telecom operators in the UP East and UP West telecom circles, at the time of launch. We have already made large investments in Uttar Pradesh, and further expansion in this financial year itself is on the anvil,” Mr Anjan Patole, TATA DOCOMO’s Chief Operating Officer for UP East, said.

“TATA DOCOMO will unveil a portfolio of Value-Added Services that will reinvent mobile telephony in India, with products and services like diet-sms, Free Voicemail, Timed SMS Service, Free Missed Call Alerts, Call-me Tunes, etc—all of them customized to liberate and refresh our subscribers,” Mr Mrinal Roy, TATA DOCOMO’s Chief Operating Officer for UP West, said.

In a video-address, Mr Toshinari Kunieda, Senior Vice-President and Managing Director, Global Business Division, NTT DOCOMO, said: “NTT DOCOMO has provided technical inputs to make the TATA DOCOMO GSM network world-class. Progressively, NTT DOCOMO shall bring to India the various products and services that we offer in Japan and many other countries—such as i-mode™, Location-based Services (LBS) and mobile payment—and give TATA DOCOMO customers a flavor of tomorrow. TTSL and NTT DOCOMO are closely engaged in integrating technology, value-added services, products and applications through the mechanism of Business and Technology Cooperation Committee (BTCC). This should see TATA DOCOMO change the way India communicates.”

The company has earmarked an investment of \$2 billion on its pan-India GSM network rollout.

Superior Technology and Network

From the day of the launch, the reach and coverage of the TATA DOCOMO network is greater in UP East than that of any other operator at the launch stage. The TATA DOCOMO GSM mobile service will have extensive coverage in 307 towns and cities and 14,000 villages in UP East, along 834 km of the state's highways, at airports, along 1,096 km of rail routes and at places of tourist interest. Similarly, in the UP West telecom circle, 198 towns and 2,804 villages have already been covered, as also 1,610 km of state highways and 1,396 km of rail routes.

NTT DOCOMO has played a major role in the evolution of mobile telecommunications through its development of cutting-edge technologies and services. Over the years, technologists at NTT DOCOMO have defined industry benchmarks for 3G technology, as also products and services such as i-mode and a plethora of lifestyle-enhancing applications. Today, while most global telecom players are only beginning to talk of 4G technology and its possible applications, NTT DOCOMO has already recorded a downlink transmission rate of 250 Mbps over a high-speed wireless network in an outdoor test of an experimental system for *Super 3G*, also known as LTE, and is targeting to complete the commercial development by the end of 2009. This will hold TATA DOCOMO in good stead as it launches GSM services.

About NTT DOCOMO

NTT DOCOMO is the world's leading mobile operator and provider of advanced mobile services. The company serves over 54 million customers in Japan, including 48 million using i-mode™, the world's most popular mobile e-mail/Internet platform, and 49 million using FOMA™, the world's original 3G mobile service based on W-CDMA. As a leader in the development of cutting-edge mobile technologies, DOCOMO is continually expanding the role of mobile phones as versatile and highly personalized "lifestyle tools" for everyday life, including with a wide range of innovative services for mobile payments, GPS, mobile TV, multimedia content and much more. NTT DOCOMO is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. For more information, visit www.nttdocomo.com.

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About TATA DOCOMO

TATA DOCOMO is Tata Teleservices Limited's telecom service on the GSM platform—arising out of the Tata Group's strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. Tata Teleservices Limited has received a license to operate GSM telecom services in 19 telecom Circles and has also been allotted spectrum in 18 of these Circles. It has rolled out its GSM services in Tamil Nadu, Kerala, Orissa, Karnataka, Andhra Pradesh, Madhya Pradesh-Chhattisgarh, Haryana, Kolkata, Jharkhand, Punjab, Bihar, UP East and UP West, while Tata Teleservices (Maharashtra) Limited has launched GSM services under the TATA DOCOMO brand in the Mumbai and Rest of Maharashtra Circles. TATA DOCOMO marks a significant milestone in the Indian telecom landscape, as it stands to redefine the very face of telecoms in India. Tokyo-based NTT DOCOMO is one of the world's leading mobile operators—in the Japanese market, the company is the clear market leader, used by over 50 per cent of the country's mobile phone users. DOCOMO, the world's leading mobile operator, will work closely with the Tata Teleservices Limited management and provide know-how to help the company develop its GSM business.

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