



Tata Teleservices Leads in New Subscriber Additions in November

- With 3.3 million new subscribers added in November, TTSL ahead of nearest competitor by nearly half a million subscribers in Nov
- Achieves first position for fourth consecutive month

New Delhi, 23 December, 2009: Tata Teleservices Limited, India's fastest-growing pan-India dual-technology telecom service provider, emerged as the Number One telecom operator in the country for the fourth consecutive month in November, in terms of new subscriber additions, adding more than 3.3 million subscribers in the month. The achievement is all the more noteworthy as the nearest competitor managed to add just over 2.8 million subscribers in the same period, a gap of nearly half a million subscribers.

Tata Teleservices Limited has added 3,329,215 new subscribers in November 2009 from its CDMA (Tata Indicom) and GSM operations (TATA DOCOMO), put together. In October 2009 too, TTSL had showed a healthy growth in new additions, with 3,867,725 new subscribers being added.

Expressing his delight over the achievement, Mr Anil Sardana, Managing Director of Tata Teleservices Limited, said: "It is extremely gratifying to emerge as the top grosser in the industry in terms of new subscriber additions, for the fourth consecutive month. We thank and appreciate every subscriber's faith on us as an efficient service provider—this achievement further affirms our goal to constantly improve and provide world-class products and offering to our subscribers. We have added close to 15 million new subscribers over the last four months—this figure itself is a testimony to the efforts that have been put into making our network and services the best in the industry."

"In the recent past, we have announced some fantastic products and offers—such as our introducing 'Pay-for-exactly-what-you-use' pricing paradigm for roaming services as well on

the TATA DOCOMO platform. From the Tata Indicom stable, customers have had access to the innovative Pay Per Call offer, as also a unique per second plan, wherein is a subscriber speaks for three minutes, the next three minutes are free. Clearly, these are times for extreme innovation and we are glad that our offerings are being adopted by subscribers in a big way," Mr Sardana added.

About Tata Teleservices Limited

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 22 telecom Circles. The company offers integrated telecom solutions to its customers under the Tata Indicom, Tata DOCOMO, Photon and Walky brands, and uses both the CDMA and GSM technology platform(s) for its wireless networks. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 410,000 towns and villages across the country. In November 2008, Tata Teleservices entered into an agreement with Japanese telecom major NTT DOCOMO, and this transaction marks a key step in the strategic evolution of Tata Teleservices Limited. Tata DOCOMO has so far launched GSM services in 15 telecom Circles, and the remaining part of the country is also expected to be covered shortly. In December 2008, Tata Teleservices announced a unique reverse equity swap strategic agreement between its fully-owned telecom tower subsidiary—Wireless TT Info-Services Limited—and Quippo Telecom Infrastructure Limited, thereby becoming the largest independent entity in this space. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and Wireline services.

For details, visit www.tatateleservices.com, www.tataindicom.com and www.tatadocomo.com

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