



Tata Teleservices Bags Eight Awards at World HRD Congress

Company is also adjudged 5th Best Employer in India

- TTSL also takes home seven other awards for 'Best-in-Class HR Practices'

New Delhi, 16 February 2010: Tata Teleservices Limited, the country's youngest and fastest-growing pan-India dual-technology telecom operator, has created a record of sorts by winning 8 awards at the World HRD Congress. The awards, which were given away at Bombay's Taj Land's End, saw TTSL romp home in 8 categories in the face of stiff competition from 189 companies and delegates from over 25 countries.

"It is a matter of pleasure and great pride for all of us at Tata Teleservices Limited to have won eight awards at the World HRD Congress—one of the foremost platforms where industry-best people practices are shared and celebrated by companies from around the world," Mr CN Nagakumar, TTSL's Chief Human Resources Officer, said. "This is a great validation for many of our people practices and the awards enthuse and encourage us to raise the bar some more—especially in the telecom industry, where companies are what its people are," he added.

The World HRD Congress saw healthy competition among the 189 companies that participated, amidst an august gathering of Human Resources delegates from over 25 countries.

TTSL was conferred Awards for 'Best-in-Class HR Practices' in the following categories:

1. Award for Talent Management;
2. Award for Excellence in HR through Technology;
3. Award for Innovative Retention Strategy;
4. Award for Excellence in Training;
5. Award for Institution Building;
6. Award for Innovative HR Practices; and
7. Overall Recruitment & Staffing Award for the Year

In addition, considering the overall implementation of employee-friendly HR Practices and Market Perception about TTSL as an Employer Brand, the company was also adjudged the '5th- Best Employer' in the Country. "Being awarded the #5 rank in the Best Employers' List is a huge recognition of all the thinking and hard work put in by the Human Resources team at TTSL—this is all the more commendable because we won these awards in the face of stiff competition from some of India's leading companies like ICICI Bank, HDFC Bank, Standard Chartered Bank, LG Electronics, TATA Motors, Dr Reddy Laboratories, Infosys Technologies, HCL Technologies, Tata Consultancy Services, Xerox India, Airtel and Aircel, to name but a few," Mr Nagakumar said.

The award selection process at the World HRD Congress comprises a rigorous four-step methodology:

- Step 1: Submitting a written document under the award category in which the company wishes to participate;
- Step 2: Screening and comments by an Academic Council comprising of senior academic leaders from leading B-Schools;
- Step 3: Shortlisting by a Professional Council comprising of senior industry leaders; and
- Step 4: Presentation to the Jury which comprises of senior academic, HR leaders and industry stalwarts

This victory is a huge shot in the arm for TTSL in its journey of becoming an 'Employer of Choice', and it gives the desired motivation to all TTSL-*ites* to continuously excel and create new benchmarks that will help make the company a leading player in the telecom sector.

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 brands Tata Indicom, Tata DOCOMO, Virgin Mobile, Tata Photon and Tata Walky—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 420,000 towns and villages across the country, serving nearly 60 million subscribers. After its collaboration with Japan's NTT DOCOMO in November 2008, Tata Teleservices has so far launched GSM services under the Tata DOCOMO brand name in 15 telecom Circles, and the remaining part of the country is also expected to be covered shortly. 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

For further information, please contact:

Rajeev Narayan
Tata Teleservices Limited
+91 9212105151
rajeev.narayan@tatatel.co.in

Atul Dwivedi
Vaishnavi Corporate Communications
+91 9212743191
adwivedi@vccpl.com

The Awards won by Tata Teleservices Limited at the World HRD Congress



Award for Talent Management



Award for Excellence in HR through Technology



Award for Innovative Retention Strategy



Award for Excellence in Training



Award for Institution Building



Overall Recruitment & Staffing Award for the Year



Award for Innovative HR Practices



5th Best Employer of the Year