

MICHAEL JACKSON comes alive on TATA DOCOMO

TATA DOCOMO in partnership with Sony Music launch the much awaited album 'MICHAEL' exclusively available to
TATA DOCOMO Subscribers only



New Delhi, 10 December, 2010: Doing something that is refreshingly new and taking the first mover's advantage, TATA DOCOMO and Sony Music together in partnership have launched the much anticipated album 'MICHAEL', not the last, but the posthumous release of the priceless songs recorded by the legendary King of Pop - Michael Jackson. The album carries a total of 10 tracks including the "Hold My Hand" duet with Akon, this song is one of the greatest piece of works created by Michael Jackson and is surely going to be a chartbuster.

The album to be cherished by all music lovers has been exclusively made available to Tata DOCOMO subscribers where in the subscribers can access Michael's Call Me Tunes, My Song, Full Songs, Videos, Wallpapers & Ringtones. The subscribers can call and enjoy the entire bouquet of services on 55500 at a nominal charge of 2p/sec, they can also set the Call me Tunes directly by sending SMS MJ to 55500 (tollfree).

"Bagging exclusive rights and partnering with Sony Music to offer the first posthumous release of Michael Jackson's new album "Michael" exclusively is yet again 'Doing the New' and offering interesting value based service offerings. We could not let go off an opportunity, to be associated with such a prodigy, a global figure in pop culture for over four decades. Such an incredible dancer, singer-songwriter, and philanthropist as we all know Michael Jackson is. Taking the first mover's advantage, our customers will have the exclusive privilege rights to listen to his last few recorded songs, even before the launch of the album in India." said Mr. **Rishi Mohan Malhotra**, Head VAS, TATA DOCOMO."

With Michael Jackson passing last year, the international world grieved together as we lost the biggest entertainment star of the last 40 years. His unmatched track record for incredibly innovative albums, iconic videos and sold out world tours set the stage for fans to admire the trend-setting, superstar exclusively on TATA DOCOMO network.

“We are confident that our subscribers will appreciate this exclusive value added service and make the best of the opportunity. We would invite as much participation so that the lucky customers, especially Michael Jackson fans, could join us for the gala launch of the album. Our endeavor is to ensure our subscribers experience ‘THE NEW’ each time with Tata DOCOMO.” Mr. Malhotra added.

Tata DOCOMO is also running a contest for its subscribers in Chennai where in a few lucky customers who download the maximum number of songs from the album will be given passes to attend the listening Party on 14th December '10 in Chennai.

Apart from “Hold My Hand”, the album has songs like “Behind The Mask, Breaking News”, while tracks like “Keep Your Head Up”, speaks about surviving tough times, “(I Like) The Way You Love Me” instructs the listeners to groove to love notes and “Best Of Joy” lifts the veil off Michael Jackson’s vocals and let’s his light timbre float, you have to believe that this is the best of his last work. It once again takes Michael Jackson to the super star lane!

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-Punjab, Kolkata, Rest of West Bengal, Jharkhand, Bihar, UP East, UP West, Gujarat, Himachal Pradesh and Rajasthan, while Tata Teleservices (Maharashtra) Limited has launched GSM services under the TATA DOCOMO brand in the Mumbai and Rest of Maharashtra Circles. TATA DOCOMO has become the first Indian private operator to launch 3G services in India in all the nine telecom Circles where it won the 3G license. In association with its partner NTT DOCOMO, the brand finds itself suitably positioned to leverage this first-lover advantage. With 3G, Tata DOCOMO 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.

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

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