

# Tata DOCOMO adds new dimension to 'Pay only for what you use'

*Now pay only for the websites you surf:  
Introducing 'PAY PER SITE'*



New Delhi, 10 August 2010: Tata DOCOMO, the GSM arm of Tata Teleservices Limited, India's fastest growing pan-India dual-technology operator, has taken its game changing '*Pay Per Use*' paradigm to the next level, with the introduction of yet another path-breaking offer—this time for Internet access. The company today launched its '*Pay Per Site*' initiative for customers across India. The revolutionary offer brings in a more simplified and unique "Pay-for-what-you-use" Internet-browsing model and breaks through the clutter in its category.

At the time of its in June last year launch, TATA DOCOMO had questioned the paradigm of Pay Per Minute and introduced Pay Per Second. With '*Pay Per Site*', the story only gets better for the consumer. "Pay only for what you use and hence fairness continues to be an important differentiator for the brand," said Mr Gurinder Singh Sandhu, Tata DOCOMO's Head of Marketing. "Our customer feedback to Pay Per Use services launched before has further strengthened our determination that we have been successful in creating customer delight, with services that are refreshingly different."

"Aptly named *Pay Per Site*, the service stands unprecedented in anything that has been attempted or offered before in the market and serves to highlight the innovation, clarity and transparency of pricing that Tata DOCOMO is associated with," Mr Sandhu added.

Those who only browse two or three sites regularly are now free from monthly rentals and packs. Pay Per Site offers two combination packs—those only interested in single websites need to pay Rs 10 per site, whereas those with multiple site browsing needs can opt for a combo pack at just Rs 25 per month. Customers will have a bundle of options within various categories of social networking sites (Facebook, Twitter, Linked-In, Orkut), mail options (Gmail, Yahoo, Rediff) and chat messengers (GTalk, Yahoo! Messenger, Nimbuzz).

"Pay Per Site is a potent market disruptor that aims to enable an innovative service in the data market; offering customers the power to decide on what they surf the most and purchase 'packs' suited and tailored to specific needs. Tapping into the huge potential that is today offered by social networking and e-mailing and instant messaging, Pay Per Site aims to offer customers the choice to 'DO' what they like and pay for it alone," Mr Rishi Mohan Malhotra, Head of VAS, Tata DOCOMO, said.

“Love what you do and doing what you love is the core essence of the product proposition – *Pay Per Site*, because if the customers love browsing only 1 or 2 sites then why should they pay a fat monthly fee. Our product innovation is based on the same concept as metered services like pay per click, pay per ad word, and now Pay per Site gives complete flexibility to customers to cherry pick their most favored sites at a very economical pricing structure, **added Mr. Malhotra.**

There are 2 different genres under which each service is categorized- Social Networking Site and Emailing and Instant Messaging. Each site under this genre is priced at Rs. 10/- bundled with 200 MB free data usage valid for 30 days, post which customers will be charged at 1p/kb. There are also 2 Combo options - SNS Combo Pack and Emailing Combo Pack and each Combo Pack is priced at Rs. 25/- bundled with 500 MB free data usage post which the customers will be charged 1p/kb.

To activate the services, customers can Dial \*141# OR simply send an SMS with the keyword “MY SITE’ to 141 and following further instructions OR visit Tata DOCOMO Dive in zone on mobile. Customers can also activate Pay per Site service through Tata DOCOMO website by clicking on the Pay Per Site link.

#### **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, Orrisa, 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 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.

For details, visit [www.tatateleservices.com](http://www.tatateleservices.com), [www.tataindicom.com](http://www.tataindicom.com) and [www.tataDOCOMO.com](http://www.tataDOCOMO.com)

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