

# TATA DOCOMO Inaugurates its first 'Dive In Store' in Trichy

- Autonomous exploration zone to showcase best-in-class products and services
- Rich world of Value Added Services will be on display at the 'Dive In Stores'
- Visitors can touch, feel and experience latest in telecom technology & gadgets
- More than 100 'Dive In Stores' across the country by the end of first year itself



Trichy, 26 April 2010: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the inauguration of its unique 'Dive In Store' in Coimbatore at 58, T.V.Swamy Road, RS Puram, Trichy. The TATA DOCOMO 'Dive In Store' is an autonomous exploration zone designed to enable an independent and singular user experience. TATA DOCOMO will be showcasing the rich world of Value Added Services at its 'Dive In Stores', allowing visitors to explore the latest in telecom technology and gadgets.

With the inauguration of exclusive 'Dive in Store' Mr. Nagaprasad Velamuri, Chief Operating Officer, Tamil Nadu, Tata DOCOMO said, "With the launch of 'Dive In Store' in Trichy, we aim to provide a fresh insight and give a first hand look and feel of latest products and services offered by the brand, be it launch of new device or any upcoming handsets offered by Tata DOCOMO. 'Dive In Store' also has specialized VAS kiosks that would help customer get up to speed on latest offerings and services at the same time customers can also, using a RFID prepaid card, renew or buy any new VAS service. Overall the 'Dive In Store' is a unique and revolutionary concept which offers a relaxing and interactive environment for consumers, aimed at inspiring and educating them on the benefits of mobility."

TATA DOCOMO's objective behind setting up these 'Dive In Stores' is to enable consumers to have a complete mobile 'experience' in a plush and leisurely setting. The stores are designed to provide a complete mobility experience through innovative showcasing of today's and Next-Gen mobile services, applications and devices. The 'Dive In Stores' are not just retail outlets, but high-end destinations where a consumer can come, sit alone in the lounge, and wade through a services and product experience of the future.

#### **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 and Himachal Pradesh, 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.

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