

TATA DOCOMO Inaugurates First 'Dive In' Store in Hyderabad

- 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



Hyderabad, 13 October 2009: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the inauguration of its first 'Dive In' Store in Hyderabad. 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.

"Our clear intent is to create a never-before user experience at our 'Dive In' stores, showcasing the mobility of the future," Mr Deepak Gulati, President, TATA DOCOMO, said after inaugurating the first such store in Hyderabad's Panjagutta area. "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. Customers who visit these 'lounge' centers will be able to experience new user interfaces, richer browsing and cutting-edge devices, as also customized TATA DOCOMO applications and services," Mr Gulati added.

"We are very pleased to launch our first high-end 'Dive In' center in Hyderabad, the city where Tata Teleservices Limited kicked off its telecom journey over a decade back," Mr NV Subbarao, TATA DOCOMO's Chief Operating Officer for Andhra Pradesh, said. "With this unique initiative, we reiterate our commitment to provide our customers with a world-class service and product experience. We plan to add more such outlets soon, taking the total number of 'Dive In' Store countrywide to more than 100 in the first year of operations—clearly cementing TATA DOCOMO's positioning as the country's newest and most-exciting GSM telecom services company."

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 and Kolkata, 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. DOCOMO, the world's leading mobile operator, will work closely with the Tata Teleservices Limited management and provide know-how to help the company develop its GSM business.

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