

# TATA DOCOMO Completes Rollout of GSM Services in Haryana Circle

- Next-Gen mobile service rolled out in Fatehabad & Sirsa
- Rings in Pay-for-what-you-use & Per-Second paradigms for subscribers across 400 towns & 2,100 villages in the state



Hisar, 4 May 2010: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the commercial launch of its operations in Fatehabad and Hisar, marking the successful completion of the roll-out of its services in the Haryana telecom Circle. The completion of the rollout of TATA DOCOMO's GSM services in Haryana comes hot on the heels of its launch and runaway success in the Tamil Nadu, Kerala, Orissa, Karnataka, Andhra Pradesh, Mumbai, Rest of Maharashtra, Madhya Pradesh-Chattisgarh, Punjab, Kolkata, Rest of West Bengal, Jharkhand-Bihar, UP (East), UP (West), Gujarat and Himachal Pradesh telecom Circles. The company's Next-Gen GSM service started on a heady note at a press briefing in Hisar, with Mr Aditya Gupta, TATA DOCOMO's Chief Operating Officer for Haryana, Punjab and Himachal Pradesh, lighting the ceremonial lamp in the presence of Mr Rajeev Narayan, TTSL's Vice-President, Corporate Affairs.

TATA DOCOMO also announced its industry-changing 'Pay-for-what-you-use' model in Fatehabad and Hisar, which includes the game-changing per-second pulse and a plethora of innovative applications and services. Having received a tremendous response from subscribers in all of the 17 Circles that TATA DOCOMO has gone live in, the company's pan-India service rollout, which was kicked off in end-June 2009 will be completed shortly.

Since the launch of TATA DOCOMO services in end-June 2009, Tata Teleservices Limited led in monthly subscriber additions for six consecutive months—starting from August 2009.

TATA DOCOMO also unleashed a wide array of products and services, riding on the back of path breaking innovative products and services, & never-before tariff options. "We had made a promise at the time of the launch of our services that we would connect the length and breadth of Haryana and bring to them products and services that would redefine the telecom experience," Mr Aditya Gupta said. "It is a privilege to be fulfilling that promise in Haryana. Keeping in view the century of trust associated with the House of Tata, we are launching the concept of fare being fair. From today, TATA DOCOMO subscribers across Haryana will be able to enjoy the benefits of pay-as-you-use," he added.

Tata DOCOMO is an off-shoot of the partnership between the Tata Group and NTT DOCOMO, the Japanese telecom market leader on the verge of launching 4G services widely acknowledged as the global leader in 3G technologies and respected worldwide for its futuristic product innovations.

“In a market that is cluttered with many operators and throws up confusing options, we offer simplicity with our game-changing ‘Pay for Exactly What You Use’ proposition with per-second pricing model for everything, be it voice calls, VAS services or IVR interactions,” Mr Rajeev Narayan said. “We will also unveil a portfolio of Value-Added Services that will reinvent mobile telephony in India, with products and services like diet-sms, Free Voicemail, Timed SMS Service, Free Missed Call Alerts, Call-me Tunes, etc—all of them customized to liberate and refresh our subscribers. Above all, we promise to always listen to our subscribers,” he added.

The company has earmarked an investment of \$2 billion on its pan-India GSM network rollout.

### **Superior Technology and Network**

From the day of the launch, the reach and coverage of the TATA DOCOMO network is greater in Haryana than that of any other operator at the launch stage. The TATA DOCOMO GSM mobile service will have extensive coverage across 400 towns and 2,100 villages in Haryana, along 1,800 km of the state’s highways, along 400 km of rail routes, at airports, and at places of tourist interest.

NTT DOCOMO has played a major role in the evolution of mobile telecommunications through its development of cutting-edge technologies and services. Over the years, technologists at NTT DOCOMO have defined industry benchmarks for 3G technology, as also products and services such as i-mode and a plethora of lifestyle-enhancing applications. Today, while most global telecom players are only beginning to talk of 4G technology and its possible applications, NTT DOCOMO has already recorded a downlink transmission rate of 250 Mbps over a high-speed wireless network in an outdoor test of an experimental system for Super 3G, also known as LTE, and is targeting to complete the commercial development shortly. This will hold TATA DOCOMO in good stead as it gets close to completing the pan-India rollout of its GSM services.

#### **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 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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