



Tata Teleservices Leads in New Subscriber Additions in October

- With 3.8 Million New Subscribers Added in October, TTSL was Ahead of Nearest Competitor by Nearly a Million Subscribers
- Achieves First Position for Third Consecutive Month
- Company's Subscriber Base Crosses 50-Million Milestone

New Delhi, 20 November 2009: Tata Teleservices Limited, India's fastest-growing pan-India dual-technology telecom service provider, emerged as the Number One telecom operator in the country for the third consecutive month in October, in terms of new subscriber additions, adding more than 3.8 million subscribers in the month. The achievement is all the more noteworthy as the nearest competitor managed to add just over 2.9 million subscribers in the same period, a gap of nearly 1 million subscribers. Tata Teleservices Limited also crossed the 50-million subscribers milestone in October.

Tata Teleservices Limited added 3,867,725 new subscribers in October 2009 from its CDMA (Tata Indicom) and GSM operations (TATA DOCOMO) put together. In September 2009 too, TTSL had showed a healthy growth in new additions, with 40,06,823 new subscribers being added. In August as well, TTSL led the market by adding over 3.4 million new subscribers.

"It is extremely gratifying to emerge for the third consecutive month as the top grosser in the industry in terms of net subscriber additions. Our net subscriber additions in October validate the efforts that have been put into making our network and services the best in the industry," Mr Anil Sardana, Managing Director of Tata Teleservices Limited, said. "As mentioned, October is the third consecutive month that we have achieved the highest number of net subscriber additions, and we thank each one of our new and existing subscribers for showering so much love, affection and trust in us. This has far exceeded our expectations and motivates us to provide the best telecom experience to our customers—in keeping with our larger objective of achieving customer affection and delight," he added.

“It is also gratifying to see most of the competition paying homage to our pioneering pay per use pricing paradigm by copying it—even though all of them have chosen to adopt it in small bits and pieces only. None of them have picked up the pay per use paradigm in its entirety, which is a pity because the Indian telecom subscriber is being deprived of full value for his or her money; and continues to pay for what he or she is not using,” Mr Sardana added.

“Tata Teleservices has so far launched its GSM services under the brand name TATA DOCOMO in 15 Circles and the remaining Circles are set to go live by the year-end. When the impact of that is felt, our new subscriber addition number is sure to witness a further positive impact. In the recent past, we have announced some fantastic products and offers—such as our Pay Per Call paradigm on Tata Indicom, the diet-sms offer from TATA DOCOMO, the Photon-powered Netbook from Tata Indicom, along with Olive and Qualcomm, launch of Blackberry devices (Blackberry Bold and Blackberry Curve) by TATA DOCOMO, our agreement with Telecordia, and many such more. The impact of these is just beginning to be felt and I am sure these initiatives by Tata Teleservices Limited, and many others that we will be launching in coming months, will see Tata Teleservices emerging as India’s telecom operator of choice,” Mr Sardana said.

About Tata Teleservices Limited

Tata Teleservices Limited is one of India’s leading private telecom service providers, having a pan-India presence across all of India’s 22 telecom Circles. The company offers integrated telecom solutions to its customers under the Tata Indicom, Tata DOCOMO, Photon and Walky brands, and uses both the CDMA and GSM technology platform(s) for its wireless networks. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 350,000 towns and villages across the country. In November 2008, Tata Teleservices entered into an agreement with Japanese telecom major NTT DOCOMO, and this transaction marks a key step in the strategic evolution of Tata Teleservices Limited. Tata DOCOMO has so far launched GSM services in 15 telecom Circles, and the remaining part of the country is also expected to be covered shortly. In December 2008, Tata Teleservices announced a unique reverse equity swap strategic agreement between its fully-owned telecom tower subsidiary—Wireless TT Info-Services Limited—and Quippo Telecom Infrastructure Limited, thereby becoming the largest independent entity in this space. Tata Teleservices’ bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and Wireline services.

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

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