

# NO MORE ROAMING CHARGES!

## TATA DOCOMO Offers Per-Second Billing for Roaming Across India

Company's Industry-changing 'Pay-for-what-you-use' Pricing Paradigm Extended to Roaming Calls as Well

- Introduces 1 paisa per second for all incoming and outgoing local and STD calls, to any network, to mobile or landline phones, while roaming
- No 'packs', hidden charges or upfront payments to avail this unique offer
- Best-in-the-country offer sure to become yet another industry benchmark
- With this, company brings in simplicity in tariffs in roaming space as well



Delhi, 22 November 2009: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the extension of its industry-changing 'Pay-for-exactly-what-you-use' pricing paradigm to roaming services as well, introducing per-second billing for all calls made or received while 'roaming' across the country, at its existing tariff of 1 paisa per second—for both pre-paid and post-paid subscribers. The move is set to redefine the very concept of making calls while 'roaming' in India, much as TATA DOCOMO's per-second billing offer did for local and long-distance calls a few months earlier, when the company launched commercial operations.

From Monday, while roaming, subscribers can make calls across India at 1 paisa per second, across all 15 Circles where TATA DOCOMO has launched GSM services, regardless of which network or type of phone the call is made to. Furthermore, incoming calls while roaming will also be charged on a per-second basis, at 1 paisa per second. With TATA DOCOMO set to launch its GSM services pan-India this year, this game-changing roaming option will be available across the country.

### Redefining the Roaming Paradigm

"We are delighted to announce yet another industry-defying offer to our subscribers—a transparent and pack-free roaming tariff plan of 1 paisa per second for all incoming & outgoing

calls, both local and long distance, to all networks and types of phones (mobile or landline). TATA DOCOMO subscribers will need no special packs or pay any hidden charges to avail this offer," Mr Deepak Gulati, President, TATA DOCOMO, said. "This is in keeping with our promise to offer innovative and honest services to our subscribers across the country, he added."

"When a subscriber is roaming, most telecom operators in India charge a minimum of 50-60 paise per minute, even when the call duration is less than a minute. Under the TATA DOCOMO roaming offer, subscribers will be charged only for what he or she uses—at 1 paisa per second. For instance, a 15-second call made or received while roaming will elicit a charge of 15 paise only—not up to Re 1 on a per minute basis, as is the industry norm," Mr Gulati said.

### **End of Confusion in Tariffs**

"The roaming value proposition offered by TATA-DOCOMO is a unique and revolutionary idea which symbolizes the spirit of simplicity, innovation and inventive acumen. This offer for all our subscribers who roam across the country is another moment of triumph for the TATA DOCOMO subscriber—and we firmly believe it will create a paradigm shift in the overall telecom experience for the customer and provide a service that is refreshingly different," Mr Gurinder Singh Sandhu, Head, Marketing, TATA DOCOMO, said. "We have always believed that in a market that is cluttered with many operators and confusing options, it is our simplicity and transparency that will liberate subscribers," Mr Sandhu added.

### **About TATA DOCOMO**

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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, Kolkata, Jharkhand, Punjab, Bihar, UP East and UP West, 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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