



## Tata DOCOMO collaborates with NTT DOCOMO to launch DOCOMICS in India

*World popular Manga and Marvel Comics will now be available to Tata DOCOMO subscribers*

- A comic viewer application to view world popular Manga and Marvel comics
- Introductory price starting from just Rs 15 per comic chapter

New Delhi, January 7, 2010: Tata DOCOMO, the GSM brand of Tata Teleservices has partnered with NTT DOCOMO to offer world renowned Manga and Marvel comics to Tata DOCOMO customers in India.

DOCOMICS is a continuation to Tata DOCOMO's recently announced unique *industry first* m-Comics service, wherein customers could read Full Comics Books, along with special effects like character vibration, sounds, zooming text bubbles, and above all downloads smoothly on a 2.5 Edge Network.

Docomics will entertain the readers with popular Marvel titles like Spider-Man, X-Men, Civil War and Japanese Manga titles like GEOBREEDERS, TAMAHAGANE, AQUA PLANET CHRONICLE, Silent Mobius Complete Edition, SHINESMAN, Old Friend, Adding new feather in the cap, Mr. Zubin Jimmy Dubash, Assistant Vice President, VAS - New Products, Tata Teleservices Limited, said: "We are pleased to strategically partner with NTT DOCOMO to offer world popular Manga and Marvel comics to our subscribers. In India, the market for mobile comics is significant with the number of customers with rich-media devices increasing rapidly. Tata DOCOMO leads the way in providing largest range of comic titles read by all genres and we are looking forward to the uptake of comic books as a new revenue driver for the company and the industry at large."

"It is one of important achievements of the collaboration between NTT DOCOMO and TTSL in order to develop and introduce enhanced services and technologies into Indian market. I look forward to seeing that Tata DOCOMO users enjoy sophisticated Manga service in DOCOMICS" said Murat O. Karadeniz, Executive Advisor, Global Business Division, NTT DOCOMO.

As an introductory offer Tata DOCOMO customers will be charged only Rs 15/- per comic chapter and there will be no data charges in home network.

DOCOMICS is the service brand for reading mobile comics through a viewer application. Customers can view the content frame by frame and can also download the same from WAP site or through the application.

*DOCOMICS is a trademark of NTT DOCOMO, Inc in India.*

### **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](http://www.tatateleservices.com) [www.tataindicom.com](http://www.tataindicom.com) or [www.tatadocomo.com](http://www.tatadocomo.com)

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