



## Mobile Friendship Express!! Tata DOCOMO launches '*BuddyNet*'

- BuddyNet is a NATIONAL COMMUNITY (CUG) that allows customers to add unlimited friends from anywhere in India.
- Local calls to BuddyNet customers (within circle) at 1 paisa for 6 seconds and national calling to BuddyNet Customers (Other circle members) at 1 paisa for 2 seconds
- Free trial period of 30 days for existing customers
- 50 free SMS to send invites to friends to join BuddyNet

New Delhi, January 13, 2010: Yet another industry first, doing the new, Tata DOCOMO, the GSM brand of Tata Teleservices Limited, introduced path-breaking initiative, "*BuddyNet*" for all its prepaid subscribers across launch circles. First of its kind, BuddyNet allows Tata DOCOMO prepaid subscribers to create and keep in touch within their community at unbeatable tariffs. What is new - BuddyNet can create a community of as many friends, there is no restriction, anywhere across India.

To avail the offer, *existing customer* simply needs to send SMS "JOIN" to 121 and start enjoying preferential tariffs as low as 1 paisa for 6 seconds on Local calls and 1 paisa for 2 seconds on STD calls. The subscriber will be charged a nominal rent of Rs. 7 per week for BuddyNet subscription. To know more about BuddyNet, there is a rent free trial period until 31<sup>st</sup> January 2010. What's more you also get 50 SMS free to invite your friends to join BuddyNet!

As part of introductory offer for *new prepaid subscribers*, Tata DOCOMO subscribers will have to buy first recharge voucher priced at Rs. 56 and they will get 60 days free trial period. Post the trial period is over, subscribers will be charged Rs 7 rent per week. There are other complimentary benefits offered to new customers - on recharge of 56 they would also get inbuilt talk time of Rs 40.

Breaking the paradigm of limiting access to only 3 or 5 friends on traditional Friends and Family concept, Mr. Gurinder Singh Sandhu, Head Marketing, Tata DOCOMO said, "With the launch of BuddyNet concept we are once again changing the rules of the game. Why restrict access to 3 to 5 within the community when you can *Do More!* BuddyNet will give the customers the choice to stay connected with their friends and family not just locally but anywhere in India with our competitive tariffs. DOCOMO stands for new and with each new segmented approach we will continue to innovate and encourage customers to *Do The New and Do More* with their *life.*"

### **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 brands - Tata Indicom, Tata DOCOMO, Tata Photon and Tata Walky 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 420,000 towns and villages across the country, serving nearly 60 million subscribers. After its collaboration with Japan's NTT DOCOMO in November 2008, Tata Teleservices has so far launched GSM services under the TATA DOCOMO brand name 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) and [www.tatadocomo.com](http://www.tatadocomo.com)