



HTC, TATA DOCOMO UNVEIL HTC DESIRE IN INDIA

- *Android-powered 'HTC Desire' delivers an outstanding user experience*
- *1-Ghz processor and 3.7-inch screen bring new life to social networking*
- *TATA DOCOMO Postpay subscribers will get Special Data Offer*

New Delhi, India, 16 August, 2010: HTC Corporation, a global designer of smartphones, and TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced a partnership to launch the 'HTC Desire' in India. The HTC Desire is the latest Android Smartphone that offers the enhanced HTC Sense experience to users.

HTC Desire delivers intense brilliance, sharp contrast and true colors on the expansive 3.7-inch 480 X 800 WVGA display. The 1-GHz Qualcomm Snapdragon processor makes the phone incredibly responsive while the instinctive HTC Sense experience lets the user experience the HTC Desire with the greatest of ease. With one of the most advanced displays available on a phone today, HTC Desire is designed to enhance and maximise content, whether it is pictures and videos, browsing the Web or checking on friends' status updates. Thanks to the latest Android 2.1, as well as the ultrafast processor, HTC Desire offers a wide range of live wallpapers for user choices.

"The HTC Desire underlines HTC's leadership in offering cutting-edge technology and a superior mobility experience. Globally, one of HTC's core strengths has been its innovation-packed converged 3G devices and the HTC Desire is yet another testament to our technological capabilities," said **Mr. Ajay Sharma, Country Head, HTC India**. "HTC Sense on the new HTC Desire not only delivers one of the most dynamic and personalized user experiences possible, but also one of the easiest ways to interact and integrate social networks into your life."

The HTC Desire comes with an exclusive offer for TATA DOCOMO users in India, wherein TATA DOCOMO Postpay subscribers will get free data download of 500 MB per month for 06 months. To avail this offer Tata DOCOMO customers will have to SMS 'Android' to 54321 from their HTC Desire handset.

"TATA DOCOMO is a young brand that has rolled out GSM services across 18 circles," **Mr. GurinderSingh Sandhu, Head Marketing, Tata DOCOMO** said "When we launched our services, we had promised our subscribers that we would bring to them the best products and services—products that will stand for innovation and a pioneering spirit, and which would offer them convenience and simplicity. Living up to that promise, we are launching the HTC Desire. This launch marks the strong relationship TATA DOCOMO enjoys with HTC and, going forward, we will continue to work together to launch more innovative mobile offerings for Indian consumers on the TATA DOCOMO platform," he added.



HTC SENSE

HTC Sense is a user experience focused on putting people at the centre by making phones work in a more simple and natural way. This experience revolves around three fundamental principles that were developed by observing and listening to how people live and communicate.

The new HTC Sense experience continues to focus on improving your interactions with your most important people. This begins with a new HTC application and widget called Friend Stream that seamlessly aggregates all of your social communication including Facebook, Twitter, and Flickr into one organised flow of updates. This simple aggregation makes it easier than ever to focus on what friends are doing as well as to view the images and links that they share. In addition to Friend Stream, people can be organised into specific social circles, such as groups of friends, colleagues or any other way that makes sense.

The new HTC Sense experience also introduces broad improvements to applications including the browser, email client and others. In addition, the new version of HTC Sense includes a new newsreader application and widget, as well as a new seven-screen 'Leap' thumbnail view for quick and easy access to specific screens.

Pricing & Availability

The new HTC Desire will be available at a Market Operating Price of **Rs. 28,900*** at all authorized HTC resellers across the country.

** Prices may vary according to the local applicable taxes*

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About HTC

HTC Corporation (HTC) is one of the fastest growing companies in the mobile phone industry. By putting people at the center of everything it does, HTC creates innovative smartphones that better serve the lives and needs of individuals. The company is listed on the Taiwan Stock Exchange under ticker 2498. For more information about HTC, please visit www.htc.com.

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 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 450,000 towns and villages across the country, serving over 76 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 all the 18 telecom Circles where it received spectrum from the Government of India. The company recently launched a new brand on the GSM platform—T24—in partnership with Indian retail giant Future Group. 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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