



## Getting Tata DOCOMO Postpay connection just got simpler!

*No need to traverse, just Dial 1800 266 0000 to avail Postpay @ Doorstep Service*

- Also announces the launch of new aggressive Postpay per sec "*Diet Plans*"
- *Postpay @ Doorstep is an initiative to help customers get postpay connections with the comfort from their homes or offices*
- Customers can call toll free number 1800 266 0000 from any mobile or landline

**New Delhi: January 11, 2010:** Tata DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the launch of "Postpay @ your doorstep", an initiative where Tata DOCOMO would assist potential customers with their queries on new post pay connections. Through a simple process, a customer can readily get access to a postpay connection, at his doorstep with expert guidance from Tata DOCOMO.

To avail this service, customers just need to call the toll free number 1800 266 0000 where they would be guided by Tata DOCOMO representatives. The representatives are trained to make use of scientific tools like *Bill Plan Calculator* that would help suggest the best value plan, customized to the needs of the customer, based on their usage amount and usage pattern. The customer once decided on a postpay plan, the call center executives sends a representative to collect the documents from customer's location and deliver the SIM card whenever and wherever he desires.

Speaking on this new initiative that will help customers demystify post pay propositions and get a new connection, customized to his needs, at the comfort of their home or offices, **Mr. Gurinder Singh Sandhu, Head Marketing, Tata DOCOMO** said, "Postpay @ Doorstep service will definitely give a big fillip to new postpay customer acquisition numbers. In today's competitive marketplace, innovating and delivering customized customer experience is a key to brand affiliation and greater services adoption."

Tata DOCOMO has also recently launched its new "Diet Plan" with the claim that with these plans the customers' bills would go from "fat" to "fit", an assured savings due to its aggressive per sec plans. As part of the new plans, at 299 rental customer can get 36000 local seconds free (600 mins), and all local and STD calls @ 1p/sec.



Customers with high usage pattern can also opt for other value based plans - Diet 499, Diet 799 and Super Diet Plan 1099

To know more about our postpay plans please visit [www.tatadocomo.com/postpaid.aspx](http://www.tatadocomo.com/postpaid.aspx)

**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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