

TATA DOCOMO Inaugurates Unique 'Dive In Store' in Kolkata

- Autonomous exploration zone to showcase best-in-class products and services
- Rich world of Value Added Services will be on display at the 'Dive In Stores'
- Visitors can touch, feel and experience latest in telecom technology & gadgets
- More than 100 'Dive In Stores' across the country by the end of first year itself



Kolkata, 23 April 2010: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, today announced the inauguration of its unique 'Dive In Store' in Kolkata at South City Mall. The TATA DOCOMO 'Dive In Store' is an autonomous exploration zone designed to enable an independent and singular user experience. TATA DOCOMO will be showcasing the rich world of Value Added Services at its 'Dive In Store', allowing visitors to explore the latest in telecom technology and gadgets.

With the inauguration of exclusive 'Dive In Store' Mr. A P Sriram, Chief Operating Officer, Kolkata & RoWB, Tata DOCOMO said, "With the launch of 'Dive In Store' in Kolkata, we aim to provide a fresh insight and give a first hand look and feel of latest products and services offered by the brand, be it launch of new device or any upcoming handsets offered by Tata DOCOMO. 'Dive In Store' also has specialized VAS kiosks that would help customer get up to speed on latest offerings and services at the same time customers can also, using a RFID prepaid card, renew or buy any new VAS service. Overall the 'Dive In Store' is a unique and revolutionary concept which offers a relaxing and interactive environment for consumers, aimed at inspiring and educating them on the benefits of mobility."

TATA DOCOMO's objective behind setting up these 'Dive In Stores' is to enable consumers to have a complete mobile 'experience' in a plush and leisurely setting. The stores are designed to provide a complete mobility experience through innovative showcasing of today's and Next-Gen mobile services, applications and devices. The 'Dive In Stores' are not just retail outlets, but high-end destinations where a consumer can come, sit alone in the lounge, and wade through services and experience future products.

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 over 65 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 17 telecom Circles, and the remaining part of the country is also expected to be covered shortly. 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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