



Tata Teleservices Expands Telcordia Relationship to Provide Real-Time Charging on its GSM Network

Highly Scalable, Reliable and Cost-Effective Solution will Help Meet Demand for Revenue-Generating, Services for New GSM Subscribers

Piscatway, NJ - 26 August 2009: When Tata Teleservices Limited (TTSL), India's fastest growing pan-India dual-technology telecom service provider, was looking to launch its GSM-based pre-paid service offerings in the rapidly growing Indian market, it selected Telcordia (www.telcordia.com), a leading global provider of communications network software and services for IP, wireline, wireless and cable. Just a few months later, the Telcordia solution was implemented, enabling TTSL to launch its innovative and exciting pre-paid offerings on its new GSM Network.

Presently, Tata Teleservices relies on the Telcordia 'Real-time Charging Solution' to deliver a highly scalable, reliable and cost-effective real-time charging solution for its nearly 40 million CDMA subscribers.

"Our goal is to help TTSL maximize its GSM growth potential by providing value-added pre-paid services to all its subscribers and clearly differentiate itself in a very crowded telecommunications market in India," **Mr Anuj Kapur, Country Head, Service Delivery Solutions, Telcordia India**, said. "Our work with TTSL further reinforces our capabilities in arming Tier One communications service providers worldwide with innovative and profitable services to grow their business, drive revenue and maintain a competitive edge," he added.

"We are delivering the best customer experience by providing personal and interactive services offering, cross-product promotions and discounts on commonly used features such as voice and SMS—and supporting greater flexibility in charging plans both on the CDMA & GSM platforms," **Mr AG Rao, President & Chief Technology Officer, Tata Teleservices Limited**, said.

Telcordia serves the growing India communications market through Telcordia Technologies India Private Limited, which was established in 2006 and is headquartered in Gurgaon. The company includes Telcordia India Labs, a state-of-the-art facility based in Chennai that provides dedicated software resources for mobile, fixed line and cable operators throughout India.

India is experiencing an unprecedented rate of subscriber growth, especially in the pre-paid market, and the challenge for communication service providers is to attract new subscribers,

retaining existing ones and increasing service use to boost revenue. As such, there is a greater need for CSPs to differentiate their service offerings by providing relevant, interactive and personalized services. Telcordia 'Real-Time Charging Solution' makes it easy to create and deploy customer-specific rules for rating, discounting and promotions, and enables CSPs to differentiate their service offerings and personalize the telecom experience for its customers.

Telcordia 'Real-Time Charging Solution' is part of the Telcordia Service Delivery Solution, which offers the key enabling elements of personal, interactive services—real-time charging, policy control and rapid service creation. Building on its ongoing relationship with IBM, Telcordia built its comprehensive solution on the [IBM BladeCenter](#) and engages IBM to provide local support to meet customer service requirements. The Telcordia solution also uses [Telesoft Technologies OKEFORD media platform](#) technology.

About Tata Teleservices

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 325,000 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 eight 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, www.tataindicom.com, and www.tatadocomo.com.

About Telcordia

Telcordia Technologies, Inc. is a leading global provider of telecommunications network software and services for IP, wireline, wireless, and cable. As the industry continuously evolves, Telcordia has the experience and reach to deliver the critical elements of success to help communication providers worldwide deploy innovative and profitable new services via any network or device while helping carriers aggressively reduce costs and grow revenues. Telcordia is headquartered in Piscataway, N.J., with offices throughout North America, Europe, Asia, Central and Latin America. (www.telcordia.com). For more information about Telcordia's products and solutions, listen to the latest podcasts at www.telcordia.com/podcasts/index.html. More information about Telcordia's presence in India can be found at http://www.telcordia.com/news_events/presskit/india-snapshot.html.

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