



Tata Teleservices Leads in New Subscriber Additions in January, for the Sixth Consecutive Month

- Crosses 60 million subscriber base and becomes the fifth-largest telecom service provider in the country
- Company adds nearly 3 million subscribers in January

New Delhi, 18 February 2010: Tata Teleservices Limited, India's youngest and fastest-growing pan-India dual-technology telecom service provider, emerged as the Number One telecom operator in the country for the sixth consecutive month in terms of new subscriber additions, adding more than 2.98 million subscribers in January 2010.

Tata Teleservices Limited added 2,981,853 new subscribers in January 2010 from its CDMA and GSM operations put together. In December 2009 too, TTSL had showed a healthy growth in new subscriber additions, adding 3,336,476 new subscribers.

Commenting on the landmark achievement, Mr Anil Sardana, Managing Director of Tata Teleservices Limited, said: "We thank and appreciate every subscriber's faith in us as an efficient service provider, a quality that has led to TTSL emerging as the top grosser in the industry in terms of new subscriber additions. What makes this achievement especially momentous is that we have now led in new subscriber additions for six consecutive months, and have now emerged as the fifth-largest telecom operator in the industry, with over 60 million subscribers. This bears testimony to the efforts that have been put into making our network and services the best in the industry and we will continue to innovate and provide world-class products and offerings to our subscribers."

TTSL added to its portfolio of offerings with the launch of a new mobile telephony brand T24 on the GSM platform, in partnership with Future Group. The new brand, T24, will further enhance the company's reach in the market and bring to subscribers several unique product

innovations. "Coupled with offers such as Pay Per Call Flexi Plan from Tata Indicom and BuddyNet from Tata DOCOMO, as also the recent launch of Virgin Mobile's GSM services, Tata Teleservices' subscribers have the freedom to choose a plan and brand in accordance to their lifestyle and usage patterns, and stay connected at on the industry's best network," Mr Sardana added.

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. 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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