



## Greet Your Caller with Your Name, Not Just Tunes, with Tata DOCOMO's '*Name Tunes*'

- Company first in industry to offer personalized *Name Tunes* for callers
- Latest innovation is a first-of-its-kind service in the VAS space, globally

New Delhi, 7 February 2011: Adding another exciting, new feature in its 'Call Me Tunes' portfolio and continuing to *Do the New*, Tata DOCOMO, the GSM brand of Tata Teleservices Limited, today announced another new innovative feature—Name Tunes. The pioneering VAS application, a first-of-its-kind globally—is a result of Tata DOCOMO's partnership with mCarbon, one of the leading VAS providers in the telecom industry.

**Name Tunes** allows subscriber to greet callers with his/her name and a personalized message of their choice, chosen easily from the Template Messages, thereby allowing callers a refreshing experience, rather than making them listen to the traditional ring tones or caller tunes. The offer is available exclusively to Tata DOCOMO subscribers.

"Name Tunes is in line with our way of doing things in a *Refreshingly Different* manner and brings in an element of fun and newness to the existing set of VAS offerings. Greeting callers with their own name, and then with a personalized message while the phone rings, will enable our subscribers to make their conversations even more pleasant and special, Mr Rishi Mohan Malhotra, the Value-Added Services Head at Tata DOCOMO, said while announcing the launch of the service. "This offers a new vista of Caller Tune opportunities for our subscribers who want to stand out and be different. For Tata DOCOMO, this is an opportunity to reach out to the untapped market of personalized 'Call Me Tunes'. We are delighted with our association with mCarbon, which has helped us launch a global-first service, in keeping with our objective of redefining the telecom experience," he added.

Mr Rajesh Razdan, co-founder and Director-Sales and Marketing at mCarbon, said: "Name Tunes is yet another innovation from our stable that adds a personal connect between the calling parties and nurtures a sense of belongingness. Our endeavor has always been to launch disruptive products in the market and create a strong pull for the end-consumer—we look forward to Tata DOCOMO subscribers rethinking the way they greet their callers, and enjoying this world-first offer to the full."

Activating this service is quick and easy—Tata DOCOMO subscribers simply have to SMS 'First Name' to 52100, toll free. Subscription charges are Rs 30 per month and Name Tunes downloads will be charged at Rs 15 for 90 days.

#### About TATA DOCOMO

TATA DOCOMO is Tata Teleservices Limited's telecom service on the GSM platform—arising out of the Tata Group's strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. Tata Teleservices Limited has received a license to operate GSM telecom services in 19 telecom Circles and has been allotted spectrum in 18 of these Circles. It has rolled out its GSM services in all of these 18 Circles—Tamil Nadu, Kerala, Orrisa, Karnataka, Andhra Pradesh, Madhya Pradesh-Chhattisgarh, Haryana-Punjab, Kolkata, Rest of West Bengal, Jharkhand, Bihar, UP (East), UP (West), Gujarat, Himachal Pradesh and Rajasthan (subsidiary company Tata Teleservices (Maharashtra) Limited has launched GSM services under the TATA DOCOMO brand in the Mumbai and Rest of Maharashtra Circles). TATA DOCOMO recently became the first Indian private operator to launch 3G services in India in all the nine telecom Circles where it won the 3G license. In association with its partner NTT DOCOMO, the brand finds itself suitably positioned to leverage this first-mover advantage. With 3G, TATA DOCOMO stands to redefine the very face of telecoms in India. Tokyo-based NTT DOCOMO is one of the world's leading mobile operators—in the Japanese market, the company is the clear market leader, used by over 50 per cent of the country's mobile phone users.

For details, visit [www.tatateleservices.com](http://www.tatateleservices.com), [www.tataindicom.com](http://www.tataindicom.com) and [www.tataDOCOMO.com](http://www.tataDOCOMO.com)

#### About mCarbon

Mcarbon is a leading telecom applications provider in the VAS space. MCarbon's key business objective is to create a niche in the telecommunications Value Added Services (VAS) and network applications space by building innovative telecommunications products that can bridge the gap between telecommunications operators and end users. mCarbon today works with all the leading operators and media companies in India and globally.

#### For further information, please contact:

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