

Tata DOCOMO brings '3G Life' to the Indian Consumer

- Becomes 1st private operator to launch 3G services in India, this Diwali
- 3G services will bridge Digital Divide with high-speed Internet access
- 3G services will also provide a superior voice experience to consumers
- Tata DOCOMO has partnered with NTT DOCOMO, world leaders in 3G



Bengaluru, 3 November 2010: Tata DOCOMO, the GSM arm of Tata Teleservices Limited, has become the first private operator to launch its 3G services in India. Powered with cutting-edge technology support from its partner NTT DOCOMO, INC. of Japan, the undisputed global leader in 3G services, Tata DOCOMO's 3G services will change the way consumers use their mobile phones, riding on the back of game-changing products, applications and services.

Tata Teleservices Limited shall simultaneously launch its 3G services this Diwali in all the nine Circles where it has the 3G license—Karnataka, Kerala, Madhya Pradesh-Chhattisgarh, Rajasthan, Gujarat, UP (West), Punjab, Haryana and Maharashtra.

"Tata DOCOMO's 3G services will provide customers a dual advantage—trusted service from the House of Tata, riding on the technological excellence of NTT DOCOMO," Mr Anil Sardana, Managing Director, Tata Teleservices Limited, said. "We have been able to complete the ramp-up of our network to support 3G services due to the superb 3G-ready network we created at the time of our 2G launch itself, last year. Our 3G rollout across all nine Circles will be completed this year itself," he added.

Tata DOCOMO's HSPA+ 3G Network, set up with the assistance of NTT DOCOMO, supports high-speed Internet access with speeds of up to 21.1 Mbps. Technical literature often refers to this as '3.5 G+'. The network also supports high-definition voice (HD Voice) for a superior voice experience on calls.

"We have cherry-picked the best telecom Circles in the country from the perspective of cumulative market potential for our 3G services. We will cover 51% of Indian towns with a

population of over a million and 60% of towns that have over half-a-million people. Additionally, our footprint covers 55% of households with an annual income of over Rs 3 lacs, and 49% households in the SEC A+B category. All these parameters provide us with fantastic market reach and potential," Mr Sardana added.

"NTT DOCOMO warmly congratulates Tata Teleservices Limited on its rollout of 3G services," **Mr Ryuji Yamada, President and CEO of NTT DOCOMO, INC.**, said. "After nearly a decade of success in providing 3G service in Japan, we are delighted to have lent our technical and business knowhow to TTSL, our strategic global partner. Going forward, NTT DOCOMO will continue to leverage its mobile expertise and value-added services in markets worldwide through collaboration with partners such as Tata Teleservices Limited."

"While 3G as the next-generation of mobility brings with it better voice clarity through HD Voice, fewer call-drops and high-speed Internet access, the impact it is likely to have on consumers' lives is much greater than any of these improvements alone," **Mr Deepak Gulati, Executive President, Mobility Business Division, Tata Teleservices Limited**, said. "Our 3G services will enable richer communication through video calls and SMSs, will add the advantage of adding mobility to the power of the Internet, and will enable millions to start accessing the true power of the Internet. Truly, it's not a step up in mobility services, but the gateway to an altogether new life—*3G Life*."

3G Life enables richer communication with friends and family, makes the device the gateway to a world of information and entertainment purely for personal consumption, assists the user with a host of location-based services and helps consumers get more out of life through a host of clever applications. The mobile device, from merely connecting consumers to their world, becomes the means to live a richer, more fulfilling life.

3G devices such as handsets, dongles and tablets, powered by Tata DOCOMO applications and services, will take the Internet world to the far corners of the country, bridging the Digital Divide and creating a strong multiplier effect for economic progress.

Tata DOCOMO's 3G offering starts off on a rich and heady note, with the introductory service portfolio itself including applications like Video-SMS, Video-Streaming, Mobile Television, Ultra-High-Speed Data Transfers, Route-Finder, Live *Aarti*, and much more. Progressively, NTT DOCOMO will bring to India the various 3G products and services that will give Tata DOCOMO customers a flavor of tomorrow. NTT DOCOMO has played a major role in the evolution of mobile telecommunications through its development of cutting-edge technologies and services. Over the years, technologists at NTT DOCOMO have defined industry benchmarks for 3G and 4G technology, as also products and services such as i-mode and a plethora of lifestyle-enhancing applications.

Today, while most global telecom players are only beginning to talk of 4G technology and its possible applications, NTT DOCOMO has already recorded a downlink transmission rate of 250 Mbps over a high-speed wireless network in an outdoor test of an experimental system for *Super 3G*, also known as LTE, and is targeting to complete the commercial development by the end of 2010.

TTSL and NTT DOCOMO are closely engaged in integrating technology, value-added services, products and applications through the mechanism of Business and Technology Cooperation Committee (BTCC). BTCC, which meets regularly, comprises of senior management representatives from both companies.

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 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 450,000 towns and villages across the country, serving over 82 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 all the 18 telecom Circles where it received spectrum from the Government of India. 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 and www.tatadocomo.com

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