



TATA DOCOMO Launches 'diet-sms'

- 'Pay Per Character' paradigm ushered in—*Pay As You Use* in SMS too
- 1paise per character with no charge for the spaces between words...
- ...for up to 15-character SMS, use diet-sms
- Send diet-sms thru application on phone, SIM menu & P2A messaging

New Delhi, 8 September 2009: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, India's fastest-growing pan-India dual-technology telecom service provider, has announced another innovative offer in the country, **diet-sms**, with customers being given the never-before option of paying for any SMS they send on a per-character pricing plan. The cost of any 'diet-sms' will be only 1 paise per character used, thereby providing complete value to customers. Furthermore, there will be no charge for spaces between words, living up to TATA DOCOMO's promise of not charging subscribers for the 'unused'.

TATA DOCOMO has launched services in eight telecom Circles in just two months, and the nationwide rollout of its GSM services is expected to be completed by this year. "In all of the eight Circles where we have launched our GSM services, we made the promise of introducing path-breaking innovative products and services, and never-before tariff options. The diet-sms service is another way of fulfilling that promise," **Mr Deepak Gulati, President, TATA DOCOMO**, said. "Today's customer is discerning and seeks transparency, innovation and differentiation. Our products and services are tailored to uphold the trust associated with the House of Tata—and TATA DOCOMO follows the concept of *fare being fair*. From today, all TATA DOCOMO subscribers will be able to enjoy the benefits of pay-as-you-use even in SMS," he added.

The unique part of the offer is that any customer can choose the diet-sms option when he/she has short text messages to send—he/she can continue to use the regular SMS option for longer SMS. "Our diet-sms concept is a result of thought leadership, creativity and innovation, riding on TATA DOCOMO's customer-centric approach to doing business," **Mr Gurinder Singh Sandhu, Head of Marketing at TATA DOCOMO** said.

“We broke the per-minute pricing paradigm for voice calls when we launched our services—with diet-sms, we are doing it again, this time on the SMS front. At TATA DOCOMO, we believe in taking the best that technology has to offer to make life more refreshing for our customers,” Mr Deepak Gulati said.

To send a diet-sms, a customer has to:

- Go to the SIM-based menu on the phone (called *Dive-in Now*), scroll to the diet-sms option under the English Language menu, open it and send the SMS; or
- TATA DOCOMO has also launched a phone application which can be downloaded from TATA DOCOMO ‘Dive In’ WAP portal, or by simply sending a SMS “diet” to 54321. Using this diet-sms application, the customer can send short text messages easily; or
- TATA DOCOMO customers can also send a diet-sms using the normal SMS menu. They need to type the mobile number followed by a space followed by the message and sms this to the short code 52208.

The downloaded diet-sms application also contains a bank of most common short SMS as templates. Customers can select from any of these templates and send the message by simply clicking ‘Send’. “The diet-sms service is revolutionary and tailor-made to suit Indian customers—a survey conducted by TATA DOCOMO found out that a majority of SMS sent in India are very short—we designed this application after studying trends such as this, in order to benefit the customer,” Mr. Gulati said.

The diet-sms service is available to customers on the per-character pricing plan on the TATA DOCOMO network only.

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 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.tatadocomo.com or www.tataindicom.com.

For further information, please contact:

Rajeev Narayan
Tata Teleservices Limited
Tel: +91 9212105151
rajeev.narayan@tatatel.co.in

Atul Dwivedi
Vaishnavi Corporate Communications
Tel: +91 9212743191
adwivedi@vccpl.com