

# Dance to your own tunes with first in the Industry 'My Song' service from Tata DOCOMO

## Hear the song of your choice when you call anyone

- Reverse Ring-back Tone service is the first of its kind in the country
- Allows callers to listen to song of one's own choice at the time of calling anyone, instead of listening to a traditional *tring-tring* or the caller tune set by others
- Available to all Tata DOCOMO post-paid and pre-paid mobile subscribers



New Delhi, 08 April, 2010: Living true to its promise of repeatedly redefining the telecom experience for its subscribers, TATA DOCOMO, the GSM brand of Tata Teleservices Limited, has launched an innovative Value-Added Service 'MY SONG' for all post-paid and pre-paid mobile subscribers across India. The unique service, introduced for the first time in the country, is a reverse ring-back tone facility, wherein the caller gets to hear the tune that he sets for himself, instead of listening to the conventional *tring-tring*, or caller tunes set by the called party.

Announcing the launch of new service, Mr GurinderSingh Sandhu, Head Marketing, Tata DOCOMO said: "With *My Song*, we have introduced yet another unique service which offers a refreshingly different telecom experience to Tata DOCOMO customers. When you make a call, you usually have to listen to someone's caller tune which might not be your taste. We believe My Song service is an extremely relevant & innovative offering that is in line with our aim of being THE refreshingly different brand in the telecom clutter. We have been doing it & we will keep doing the new. This launch is a breakthrough that adds an entertainment value and relevance to the task of waiting for a call to be answered."

For subscribing to My Song service, customers can dial 543217 and personalize songs of their choice of different genres such as Bollywood Hits, Regionals, International, Classical and Funny Tunes. As an additional benefit, subscribers can set a maximum of up to three different songs for calling different people. To access this service, subscribers will be charged 2 paise per second and the subscription charges will be Rs 15 for a period of 30 days for Rs 10 per song download for both post-paid and pre-paid subscribers.

Once the My Song service is activated, a user can keep a tab of all details of the service on the fly. Songs downloaded will be subscriber's personal selection and will be played as a shuffle.

#### **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 65 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 17 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](http://www.tatateleservices.com), [www.tataindicom.com](http://www.tataindicom.com) and [www.tatadocomo.com](http://www.tatadocomo.com)

**For further information, please contact:**

Shefali Jhaveri

[Shefali.jhaveri@tatatel.co.in](mailto:Shefali.jhaveri@tatatel.co.in)