

# Tata DOCOMO Invites the Indian Consumer to upgrade to *3G Life*

- Unveils a range of innovative voice and 3G data plans for 3G services on mobile phones—designed to suit specific usage segments
- Company announces a range of unlimited plans on 3G data services on Dongles for large-screen formats like laptops, Tablets and PCs
- Industry-changing per-second pulse for voice calls extended to 3G platform too



New Delhi, 9 November 2010: Tata DOCOMO, the GSM arm of Tata Teleservices Limited, which became the first private operator to launch its 3G services in India this Diwali, today announced attractive and innovative plans for consumers to upgrade to the *3G Life*. 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 redefine the telecom experience and change the way consumers use their mobile phones.

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 superior voice clarity. The Company launched its 3G services this Diwali in nine Circles—Karnataka, Kerala, Rest of Maharashtra, Gujarat, Rajasthan, Punjab, Haryana, Madhya-Pradesh-Chhattisgarh and UP (West).

In the Tata DOCOMO tradition of keeping things simple for the consumer, the plans are honest, simple, transparent and easy to understand. “Our very approach to 3G pricing has been to take the ‘worry’ out of telecom,” Mr Deepak Gulati, Executive President, Mobility Business Division, Tata Teleservices Limited, said. “Our dual-tone pricing strategy—*Small Screen Plans* and *Large Screen Plans*—provides tremendous flexibility and value to our customers, enabling them to choose options best suited to their usage patterns and share of pocket, thereby stamping out any worry or concerns over heavy usage and high bills. These tariffs are designed to offer total freedom to customers—to stop them worrying about bills, freeing them to explore the world-best *3G Life* offered by Tata DOCOMO,” he added.

## Invitation Offer

All purchases and recharges of 3G services done before 31 December 2010 will get an additional 100 MB of free data per month for the first two months, as an invitation offer. This is designed to help the consumer discover the 3G services that are relevant and useful for them at no cost.

## SMART LIFE PLANS

### Small Screen Plans: Anytime Anywhere Call and Data Usage Plans

Tata DOCOMO's Small Screen Plan works best for mobile phone users who need both 3G voice and high-speed data connectivity. The plan offers customers a combination of voice minutes and data usage, with simplicity & transparency in both PostPay and PrePay (*see table below*).

Price (Rs.)	Monthly	
	Minutes	3G Data
	Local + STD	Units
500	750	250 MB
750	1250	500 MB
1000	2000	1GB
2000	5000	2 GB

- These minutes can be used for ALL local, STD and outgoing roaming calls—all calls are on a per-second pulse
- The options are designed at various price points to cater to different consumption levels
- The above voice call minutes and 3G Data plans have a validity of 30 days
- Plans available in both PostPay and PrePay, so customers can choose their payment preference
- In addition, there is also a plan available only on Prepay for Rs. 350. This has 500 minutes (Local+STD) and 150 MB of 3G Data

### Small Screen Plans—3G Data Top-ups

Tata DOCOMO is also offering basic data packs for customers who want to try out 3G, and for those who want to top up on their above plans, or wish not to take the bundled plans as described above (*see table below*).

Price Rs.	3G Data
200	200 MB
500	650 MB

- These Top-ups have a validity of 30 days each
- The Top-ups are available in both PostPay and PrePay, so customers can choose their payment preference
- In addition, there is also a Top-up available only on Prepay for Rs 90. This has 100 MB of 3G Data with a validity of 7 days and is offered as a trial pack

### Large-Screen Plans—For Dongles (USB Data Cards)

These plans are for those customers who want to use 3G services to access the Internet on their laptops, tablets and PCs. Since data usage on these devices and tablets (such as iPad, Samsung Galaxy Tab, and SLIM SIM) is typically high, the plans have been designed to ensure customers experience the 3G Life without worrying about heavy expenses.

## Worry-Free Unlimited Plans

The consumption of data on high-end devices such as Tablets is high, while voice usage is negligible. Keeping this in mind, some customers are concerned about exceeding data limits and incurring high spends. It is keeping this factor in mind that the Company is offering *Worry-Free Unlimited Plans*—for those customers who want to enjoy 3G connectivity at blazing-fast speeds without worrying about high bills.

### **Unlimited 3G Data Plans—Both on PostPay and PrePay**

Speed		Rental/ Recharge		Data	Post Bundled Data Consumption		Device Advised
Mbps	Postpaid	Prepaid	Units	Charging	Speed*	Validity	Validity
3.6 Mbps	1000	1000	5GB	Zero	128 kpbs	30	HSUPA
3.6 Mbps	1250	1250	10GB	Zero	128 kpbs	30	HSUPA
7.2 Mbps	1275	1275	5GB	Zero	128 kpbs	30	HSUPA
7.2 Mbps	1500	1500	10GB	Zero	128 kpbs	30	HSUPA
21.1 Mbps	2000	NA	15GB	Zero	256 kpbs	30	HSPA+

\*Basis 'Class-of-Service'—an innovative customer-centric proposition

### **Basic Plans**

Speed	Rental/ Recharge		Data	Validity
Mbps	Postpaid	Prepaid	GB	Validity
3.6 Mbps	500	500	650 MB	30
3.6 Mbps	750	750	2GB	30

- Choice of five unlimited plans
- Choice of three different speeds
- High in-built limit for peak speed access

*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 over time, bridging the Digital Divide and creating a strong multiplier effect for economic progress.

Note: All above plans will be available with effect from 10 November 2010

### 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 84 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. For details, visit [www.tatateleservices.com](http://www.tatateleservices.com)

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