



PRESS RELEASE

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SAMSUNG and TATA DOCOMO Launch Samsung Galaxy (I7500)...

**...the Company's First Android-Powered Phone with
In-built Google™ Mobile Services**

**Samsung Galaxy is the World's Slimmest Android Phone
with just 11.9-mm thickness**

New Delhi, September 23, 2009: TATA DOCOMO, the GSM brand of Tata Teleservices Limited, and Samsung Mobile today announced the launch of the first Android-powered Samsung mobile phone with in-built Google Mobile Services—Samsung Galaxy (I7500)—in India. Samsung Galaxy is a cutting-edge Smartphone, featuring a 3.2” AMOLED full touch-screen and 7.2 Mbps HSDPA and WiFi connectivity, providing users access to Google™ Mobile services and full Web browsing at excellent speeds.

“TATA DOCOMO is a young brand that recently rolled out GSM services across eight circles (so far),” Mr Deepak Gulati, President, TATA DOCOMO, said. “When we launched our services, we had promised our subscribers that we would bring to them the best products and services—products that will stand for innovation and a pioneering spirit, and which would offer them convenience and simplicity. Living up to that promise, we are launching the Samsung Galaxy with one-touch Google Mobile Services (GMS). This launch marks the beginning of TATA DOCOMO’s relationship with Samsung. We will continue working together to launch more innovative mobile offerings for Indian consumers on the TATA DOCOMO platform,” he added.

Announcing the launch, Mr B D Park, Director - Telecom , Samsung India Electronics Pvt. Ltd. stated: “We are very happy to be launching India’s first Android-powered mobile phone with Google Mobile Services in partnership with TATA DOCOMO. This powerful device will allow consumers to fully experience all mobile based Google applications on this phone. With its

innovative features, Samsung Galaxy will offer a strong value proposition to discerning TATA DOCOMO customers.”

Samsung Galaxy (I7500) offers users access to the full suite of Google Mobile Services, including Google Search™, Google Maps™, Gmail™, YouTube™, Google Calendar™, Google Talk™ and Android Market™. The integrated GPS receiver enables comprehensive use of Google Maps features, such as My Location, Google Latitude, local search and detailed route description. Thousands of other applications are available in the Android Market. “Applications from the Android Market can be downloaded and installed on to this mobile over the air, without the use of a PC, thereby opening up an entire new world to the user.” states Mr Asim Warsi , GM- Marketing, Samsung India Electronics Ltd.

Under an exclusive tie-up, Samsung and Tata DOCOMO are launching this complete touch-screen, lifestyle phone in all the Circles where TATA DOCOMO has kicked off its GSM services, with an attractive consumer offer of 500 MB free download per month, for a period of six months. “At TATA DOCOMO, our promise has been to provide a refreshingly different experience to our fast-growing customer base,” **Mr Sunil Tandon, Regional Head, TATA DOCOMO**, said. “The launch of the Samsung Android is part of that endeavor—to provide subscribers with a world-class product that lets them experience the vast range of applications of the Android Market.”

Based on Samsung’s proven product leadership, Samsung I7500 comes with latest multimedia features. The large and vivid 3.2” AMOLED display ensures brilliant representation of multimedia content and an enjoyable full-touch mobile experience.

Along with supporting a 5-megapixel camera and various multimedia codec formats, the I7500 also provides a long battery life (1500mAh) and generous memory capacity (Internal Memory of 8 GB and Expandable External Memory up to 32 GB) to enjoy all the applications and multimedia content. The phone also boasts a slim and compact design—it is a mere 11.9mm thick.

TATA DOCOMO has launched its services across eight telecom Circles in the country already, and the same has been received with great enthusiasm. Samsung Galaxy will target the tech-savvy and up market consumers who are always on the move and need to have constant access to information.

Samsung Galaxy comes at a special introductory price of Rs 28,990 in the Indian market.

About TATA DOCOMO

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence. The company offers integrated telecom solutions to its customers under the Tata Indicom and Tata DOCOMO 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 all of the country's 22 telecom Circles. 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. 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. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and Wireline services. For more information, visit www.tatadocomo.com

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

About Android:

Android™ is an Open Mobile OS developed by the Open Handset Alliance, it brings Internet-style innovation and openness to mobile phones.

Open Handset Alliance is a group of 47 technology and mobile companies who have come together to accelerate innovation in mobile and offer consumers a richer, less expensive, and better mobile experience. Together we have developed Android™, the first complete, open, and free mobile platform.

The Open Handset Alliance (OHA) is a business alliance of 50 firms including Google, HTC, Intel, Motorola, Qualcomm, Texas Instruments, Samsungdelhi, LG, T-Mobile, Nvidia and Wind River Systems to develop open standards for mobile devices .

Android supports connectivity technologies including GSM/EDGE, CDMA, EV-DO, UMTS, Bluetooth, and Wi-Fi.