



For immediate use

PRESS RELEASE

Tata Docomo offers Unlimited Local & STD plus 2GB 3G data @298

- One of the best industry offers

Bhopal, xx December 2016: Tata Docomo, the unified telecom brand of Tata Teleservices Limited (TTL), is now offering customers across Madhya Pradesh and Chhattisgarh an all new bouquet of “Unlimited Calling Plans” with unlimited STD and Local calls priced as low as Rs. 148. The unlimited calling plan provides pre-pay customers unrestrained voice bandwidth both within and outside of the network coupled with 3G data (on select packs) at the best available market rates.

With the new free Calling Plans, Tata Docomo customers are set to enjoy unlimited STD and Local calls for 28 days to any network along with 5GB of 3G data at Rs. 348 (across all circles) and 2GB of 3G data at just Rs. 298 for 28 days. In addition to these plans, Pre-pay subscribers can also avail limitless STD and Local calls plus 500 MB of 3G data for 14 days at a price as nominal as Rs 148. Apart from these plans, customers will also benefit with unlimited on-net calls for 28 Days at only Rs 103 thereby enabling them to connect with any Tata Docomo customer across India.

Unlimited Calling Plans: Voice + Data – 3G

Recharge	Voice Benefit	Data Benefit	Validity
298	Unlimited Calls (STD+Local)	2GB 3G	28 Days
246		NA	28 Days
148		500 MB 3G	14 Days
103	Unlimited Calls (On Net)	50 MB 3G	28 Days
348 (All Circles)	Unlimited Calls	5 GB 3G	28 Days

Commenting on the unlimited plans, Mr. Ravi Tenny, CBU Head, Madhya Pradesh, Chhattisgarh and Gujarat circle, TTSL said, “Our unlimited plans are devised to offer maximum value in terms of voice and data to all our customers as per their requirements. With unlimited talk time and abundant data at best available prices, our unlimited plans will suit the ever-increasing demands of our customers to stay connected. This is a New Year bonanza for our customers, with the on-going holiday season; we want our customers to make maximum utilization of voice and data. We will continue to delight our customers with our superior user experience.”

With multitude of voice and data benefits for its customers, Tata Docomo has designed these all new pre-pay plans to help its subscribers enjoy more talk time and stay connected with their family and friends while enjoying higher data limit for faster internet browsing. Tata Docomo has always

introduced customer centric products which are not only favourable but offer maximum benefits to the subscribers and allow them to stay connected on its superior network. The company's constant endeavour has been to introduce exclusive customer-focused plans.

About Tata Teleservices Limited & Tata Teleservices (Maharashtra) Limited (collectively "TTL")

TTL is one of India's leading mobile telecommunications service providers delivering mobile connectivity, content and services to consumers across the country. The company has been at the forefront of redefining the telecom experience in India, launching technologically advanced innovative products and services, playing an enabling role in simplifying consumer lives and expanding digital inclusion. Having a pan-India presence across India's 19 telecom circles, TTL offers integrated telecom solutions to its customers under the unified brand name Tata Docomo and operates its wireless networks on GSM, CDMA and 3G technology platforms. Tata Docomo has been rated amongst the Top 100 Service Brands in the country*

TTL is one of the most preferred and relied upon data service provider through its integrated data services and is one of the fastest growing players, in the data market across small screen as well as large screen. Additionally, TTL commands a market leadership in the large screen data space with its Tata Photon family of 3G and Wi-Fi products. In non-voice services the company through its wide range of pioneering offerings such as e-Governance, Machine to Machine (M2M) and m-Remittance (m-Rupee) services has helped to improve citizen services, public safety and governance.

TTL is a growing market leader in the Enterprise space and provides end to end integrated Voice, Data and Managed solutions to Large and Small Medium Enterprises through its wider network footprint, better operational structure and enhanced customer service support to deliver incremental value. TTL has a robust and largest fibre optic backbone backhaul network running across 1,00,000 km and with a 25,000 km access network covering key cities which is a huge differentiator in providing seamless data services. With 2000 people TTL's strong enterprise business is present in more than 60 cities across India, works with over 750 partners and over 1600 channel teams.

With its mantra of "open up" the company defines its focus on playing an enabling role in simplifying consumer lives by driving conversations rather than connections.

For details, visit www.tatateleservices.com and www.tatadocomo.com

*Source: Brand Equity (Economic Times)

For further media related information, please contact:

Anmol Khurana

Tata Teleservices Limited

Email: Anmol.khurana@tatatel.co.in

Mobile: +91 9212101229