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**PRESS RELEASE**

## **Tata Docomo Announces ‘Unlimited Calling’ Package for Mumbai Subscribers**

*Mumbai Subscribers can avail the offers & benefit in Mumbai, Rest-of-Maharashtra & Goa*

**Mumbai, 08 March 2016:** Tata Docomo, the unified telecom brand of Tata Teleservices Limited (TTL) announced today launch of its new ‘Unlimited Calling’ product portfolio that offers unlimited local calls within Mumbai, Rest-of-Maharashtra & Goa. With this offer, Mumbai subscribers can call 6 Million Tata Docomo customers without roaming charges while roaming in Rest-of-Maharashtra & Goa. Customers travelling within Mumbai, Rest-of-Maharashtra & Goa can now enjoy seamless connectivity and no roaming charges, by opting for any of the ‘Unlimited Calling’ offers as per their voice and data usage.

‘Unlimited Calling’ offers are available at recharge amounts of INR 9, INR 48, INR 88, INR 201 and INR 229. For New Customers ‘Unlimited Calling’ offer is available at INR 151 which offers Unlimited Local Tata Docomo to Tata Docomo Calls for 30 days along with 512 MB Data for 60 days & Rs. 50 Talktime. For INR 9, customers can avail unlimited local Tata Docomo to Tata Docomo Calls free for a day, while customers opting for the offer at INR 48 can enjoy unlimited local Tata Docomo to Tata Docomo Calls free along with 500MB data for 3 days. The offer at INR 88 provides unlimited local Tata Docomo to Tata Docomo Calls free for duration of 15 days. Customers requiring longer validities on their offers can choose the offer at INR 201 which allows for unlimited local Tata Docomo to Tata Docomo Calls free along with 500MB data for a period of 30 days. The offer at INR 229 provides unlimited local and STD Tata Docomo to Tata Docomo Calls Free with a validity of 14 days. RCV 229 available in My Best Offer.

“We are happy to announce our new ‘Unlimited Calling’ product portfolio, now every Tata Docomo customer can stay connected with their loved ones as per their flexibility. Keeping in mind the customer-centric focus of our brand, our new product line will allow customers travelling anywhere in Mumbai, Maharashtra & Goa to stay constantly connected, without paying roaming charges,” said Mr. Jamshed Gilani, Vice-President, Mobility Operations, Mumbai-Tata Teleservices.

MRP	Benefits	Validity
RC 9	Unlimited Local Tata Docomo to Tata Docomo Calls Free	Same Day



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RC 48	500 MB + Unlimited Local Tata Docomo to Tata Docomo Calls Free	3 Days
RC 88	Unlimited Local Tata Docomo to Tata Docomo Calls Free	15 Days
RC 201	Unlimited Local Tata Docomo to Tata Docomo Calls Free + 500 MB	30 Days
RC 229	Unlimited local and STD Tata Docomo to Tata Docomo calls Free	14 Days

Tata Teleservices is the only player in the market that offers an integrated portfolio comprising 3G, Photon, GSM and CDMA offerings for consumers as well as enterprises. At the heart of the company's strategy is customer-centricity and focused towards the same, the company continues to introduce exclusive customer-focused plans for diverse segments of the Maharashtra market including working professionals, home makers and youth based on the monthly usage of their customers.

### **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



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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](http://www.tatateleservices.com) and [www.tatadocomo.com](http://www.tatadocomo.com)

\*Source: Brand Equity (Economic Times)

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