



Tata Docomo Partners with AAI to Launch Public Wi-Fi Connectivity at Goa Airport

- This service was today inaugurated by the **Honorable Chief Minister Sri Laxmikant Parsekar**
- Travelers at Goa Airport which is one of top 10 busiest airports in India¹ can now avail free high speed Wi-Fi access for 30 minutes.

Goa, 24 October 2015: Tata Docomo, the unified telecom brand of Tata Teleservices Limited, today announced an exclusive partnership with the **Airports Authority of India (AAI)** to deliver high-speed **public Wi-Fi services at Dabolim International Airport, Goa**. The service, which was officially unveiled by **Sri Laxmikant Parsekar, Honorable Chief Minister**, validates the growing reliance of internet services among travelers.

Inaugurating the WiFi service at the airport, **The Honorable Chief Minister Sri Laxmikant Parsekar** said, “The Prime Minister’s vision of Digital India has taken wings. We’ve seen a tremendous growth in adoption of public Wi-Fi services. We hope that these services are able to connect more users so that the true potential of internet can be realized for the benefit of the end user.”

Through the partnership, Wi-Fi services will be made available to passengers free of charge in the transit and lounge areas of the airport for 30 minutes, after which time passengers can continue to avail the service by paying for it online.

Commenting on this announcement, **Mr. KS Rao, Director - Dabolim International Airport, Goa** said, “Goa attracts thousands of domestic and international travelers every year. The airport has seen a significant increase in the air traffic in the last few years. Providing world-class Wi-Fi services at the Goa International Airport will enhance the traveler experience. Partnering with Tata Docomo to provide high-speed Wi-Fi services at the Goa International Airport guarantees customer delight at one of the busiest airports in the country.”

¹ http://en.wikipedia.org/wiki/List_of_busiest_airports_in_India_by_passenger_traffic

Mr. Sunil Tandon, Head – Non Voice Services, Tata Teleservices Limited elaborated upon the growing popularity of public Wi-Fi services by millennials. “For India’s millennials, mobile devices have become the number one information source for receiving and sharing everything from current affairs to celebrity gossip; and public spaces have become fundamental to this trend. Visitors at shopping centers, railway stations, sports stadiums and other public spaces consider Wi-Fi access in the same way as air-conditioning or lighting; simply a given; and airline passengers are no exception,” **he said.**

He further added, “Travelers have their own ‘Magic Hour’ which they use to check mails, access flight information, browse the web and send messages prior to boarding their flight. This is the reason airports require public Wi-Fi services. We are proud to partner with the Airport Authority of India (AAI) to provide a great experience to the large number of passengers frequenting Goa.”

Airports, increasingly a social media zone

According to SITA’s global research, air passengers are becoming increasingly reliant on social media throughout their journey²:

- Just over four in five passengers carry a smartphone and 76% of them use airline apps, 43% say it’s made a definite improvement to their travel
- Provision of airport Wi-Fi represents a top three priority for passengers (after price comparison services and real time flight information)
- 45% would use their connected device to purchase food and drinks or browse a virtual duty-free shop while waiting to board
- By 2016, airport status notifications and flight status updates will be provided on social media by 75% of airports, while 70% will offer customer relations.

Tata Docomo’s Wi-Fi credentials:

Today’s partnership reflects Tata Docomo’s commitment and experience in the provision of Wi-Fi services in public spaces across India, most recently at Delhi’s Connaught Place which was unveiled earlier³.

Supported by the company’s wholly-owned national fiber backbone, Tata Docomo is India’s leading provider of Wi-Fi services, delivering complete Wi-Fi connectivity to a number of public spaces, commercial premises including country’s leading hotels, premium retail café chains and India’s top airports. Tata DoCoMo’s Wi-Fi provisioning has also assisted in connecting some of India’s most emblematic public spaces.

In addition to infrastructure, Tata Docomo delivers support services, security and a range of revenue models and value-added services to support these Wi-Fi zones. The company plans to set up Wi-Fi hotspots in major cities across the country over the next two years in anticipation of the exponential growth of internet usage on the back of year-on-year doubling of smart devices in India.

² Source : <http://www.sita.aero/content/tech-savvy-traveler>

³ Source: <http://www.tata.com/company/releasesinside/Tata-Docomo-in-association-with-NDMC-launches-public-Wi-Fi-access-in-Connaught-Place>

About Tata Teleservices Limited

Tata Teleservices Limited (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 18 telecom circles, Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in various towns and villages across the country. The company 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 player, 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 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 media queries:

Anmol Khurana

Tata Teleservices Limited

Email: Anmol.Khurana@tatatel.co.in

Mobile: +91 9212101229