

Innovative Retail Concept of the Year - Tata Teleservices Ltd

The Global Jury of Asia Retail Congress has chosen Tata Teleservices Ltd as the **WINNER** of this year's 'Innovative Retail Concept of the Year', part of the Reid & Taylor Awards for Retail Excellence, 2009. The award is being given to Tata Teleservices Limited for spearheading a unique trend in online retailing with the launch (in January 2008) of an online store—'*i-choose*'—for experiencing and purchasing mobile connections.

Asia Retail Congress is represented by 60 countries from across different parts of the world—it is a non-profit making activity, aimed at the professional cause of development and growth.

i-choose provides customers the ultimate convenience of buying Tata Indicom post-paid connections at a click of the mouse, with an upfront commitment of activation and free doorstep delivery of the working handset within three working days. The service, which is accessible across India, was conceptualized by the Tata Teleservices Limited marketing team to ensure a leisurely and satisfying shopping / gifting experience.

The award recognizes the many firsts that *i-choose* brings to TTSL and its consumers, viz...

- TTSL is the first service provider to introduce an online retail store;
- *i-choose* empowers consumers to conduct research, compare and select from a wide range of handsets, tariff plans and value-added services, and offers the ultimate in convenience;
- Customers get to choose their preferred mobile number;
- Post-paid connections are accessible across the country at the click of a mouse;
- Upfront commitment of free delivery and activation within three working days; and
- Accessed simply by logging in to www.ichoose.in

'i-choose' has been developed by Tata Teleservices to empower consumers to make an informed and well-researched choice from a wide range of Tata Indicom handsets, tariff plans and value-added services. Customers can compare and select the appropriate tariff plan, handset and value-added packs to suit their personal requirements and lifestyle demands. The e-shop is easy to navigate with a clutter-free design format and ensures convenience, even for a first-time Internet-user.