



TTSL's *PROJECT DRISHTI* BAGS '2ND NATIONAL TELECOM AWARD'

Joint initiative by Tata Teleservices Ltd and the National Association for the Blind provides viable employment opportunities for the disabled and visually-challenged

New Delhi, May 16, 2008: On the occasion of World Telecom Day, Tata Teleservices Ltd, the fastest-growing telecom service provider, received the '2nd National Telecom Award 2008' for connecting with the physically challenged through project '*Drishti*'. In an event organized by the Telecom Equipment Manufacturers' Association (TEMA), **Mr Navin Chadha**, Chief Information Officer (CIO), Tata Teleservices, received the award from the Union Minister for Communications & IT, **Mr Thiru A Raja**.

Accepting the award, **Mr Chadha**, CIO, who is also the Project Manager for *Drishti*, said: "I would like to convey my gratitude to the entire team at TTSL & NAB for marking this noble initiative a huge success. *Project Drishti* is bringing new hope and opportunities to thousands of people who live with visual disabilities. In fact, the success of *Project Drishti* has set the roadmap for implementing similar projects at a national level."

"Infusing good corporate citizenship has always been at the core of our business. We always strive to make a positive contribution to communities by supporting a wide range of socio-economic, educational and health initiatives. *Project Drishti* is one of our several projects under the Corporate Sustainability initiative," Mr Chadha added.

Drishti is a Corporate Sustainability initiative of TTSL, an enterprising idea to help the visually-challenged become self-reliant, economically-independent, self-confident and bread-winners for their families. A dedicated team at TTSL trains the 'agents' and mentors them for personality development, voice modulation, handling customers, etc.

The first pilot project was set up in Mumbai with 10 visually-challenged individuals making outbound calls to Tata Teleservices' customers and educating them on various schemes, offers and promotions. Today, there are 20 agents working at the call center and plans are on the anvil to add 10 more. With its growing popularity and demand, Tata Teleservices also plans to initiate this project in New Delhi.

The initiative functions on the basis of an internally developed software Interactive Voice Response (IVR). This software records customer updates in specific formats as it identifies errors and omissions made by the agents, thereby, taking up the responsibilities of a

supervisor. It enables the visually-challenged agents to work as efficiently as any other customer service agent—providing complete guidance and the required help to the caller.

About Tata Teleservices:

Tata Teleservices is one of India's leading private telecom service providers. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest CDMA 3G1X technology for its wireless network. Tata Teleservices along with Tata Teleservices (Maharashtra) Limited operates in more than 5000 towns across 19 circles i.e. Andhra Pradesh, Gujarat, Karnataka, New Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kolkata, Kerala, Madhya Pradesh and RoWB. Tata Indicom brand has a customer base of over 25 million.