

## TATA INDICOM ANNOUNCES AGGRESSIVE RETAIL EXPANSION PLANS

*Enters the prestigious Limca Book of Records by inaugurating 100 True Value Shoppes (TVS) on the same day across the nation*

**Kolkata, September 22, 2006:** Tata Teleservices Ltd., India's fastest growing telecom service provider, today announced their major expansion plans to enhance its retail presence in India. As a part of their expansion plans, the company will invest Rs.80 -100 crores, to augment its retail presence in the country from the current 2700 to 3500 outlets by March 2007. Under the plan, TTSL will also be launching new outlets in city malls, high streets, kiosks and super markets.

The company also announced attaining a remarkable milestone by entering The Limca Book of Records 2007 edition for being the First telecom operator in India to inaugurate 100 **True Value Shoppes (TVS)** across the nation on a single day. This historical achievement further reinforces the nationwide success of TTSL's retail venture and it is noteworthy that the company is the only telecom service provider to establish **2700 Tata Indicom True Value Outlets** across 20 circles. Out of the total number of outlets, **25%** will be established in the rural areas across the country.

**Exhilarated over the company's entry into the Limca Book of Records, Mr. Jehangir Ardeshir, President Business Improvement Group Tata Telservices Ltd.** said, "It is truly a momentous occasion for us to achieve this path breaking record and entering the prestigious **Limca Book of Records**. We are grateful to our customers nationwide for their unflinching support in our services and for helping us achieve this feat. We will continue to ensure easy accessibility and the offering of the best products and services to our customers across the nation."

The retail expansion is aimed towards increasing penetration across the nation and ensuring easy accessibility to the company's products and services. TTSL outlets will cover over 100 cities and towns, spanning semi-urban and rural areas as well.

**Further elaborating on TTSL's retail thrust, Mr. Jehangir said,** "We have identified enhanced retail presence as a corner stone of our strategy to double our customer base from the existing 11 million to 18 million by next year. We will be investing Rs.80 -100 crores to increase our retail **presence in the country by over 80%** in this financial year. We are optimistic and confident that our customers will continue to enjoy an exclusive experience of our product offerings and enhanced customer service at these outlets across the nation."

Tata Indicom follows a unique retail identity model and approach that differentiates the venture from the rest. The nationwide retail initiative has been planned on a 2-tier approach namely 'True Value Shoppe' (TVS) 'True Value Hubs' (TVH) outlets. The size, location and design of these retail outlets have been adopted with a focus on customer expectations, convenience and accessibility.

The **'True Value Shoppes' (TVS)** are Tata Indicom's medium sized stores, which ensures complete customer assistance related to Tata Indicom products and services. The True Value Shoppe is aimed at creating a one-stop solution for customers with regard to purchase & services, be it telephony, accessories, bill payment or query resolutions. Tata Indicom's True Value Shoppe (TVS) is a revolutionary concept in the Indian telecom retail scenario. These smart functional exclusive outlets are strategically located and drive sales of Tata Indicom products and services aimed at achieving visibility, customer touch points and real experience, offering the entire range of Tata Indicom Products viz: Postpaid Mobile, Prepaid Mobile (Truepaid), Recharge Vouchers, Fixed Wireless (Walky), Calling Cards, V Data Cards and other accessories.

### **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 operates in more than 3000 towns across 20 circles i.e. Andhra Pradesh, Chennai, 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 West Bengal. The company has a customer base of over 12 million.