



Tata Teleservices (Maharashtra) Limited

10th AGM

Charles Antony

5 Aug 2005

A photograph of a surfer riding a large, curling wave. The surfer is in the lower left, wearing a dark wetsuit with a yellow stripe. The wave is a deep blue color, and the sky is a clear, bright blue. The overall scene is dynamic and energetic.

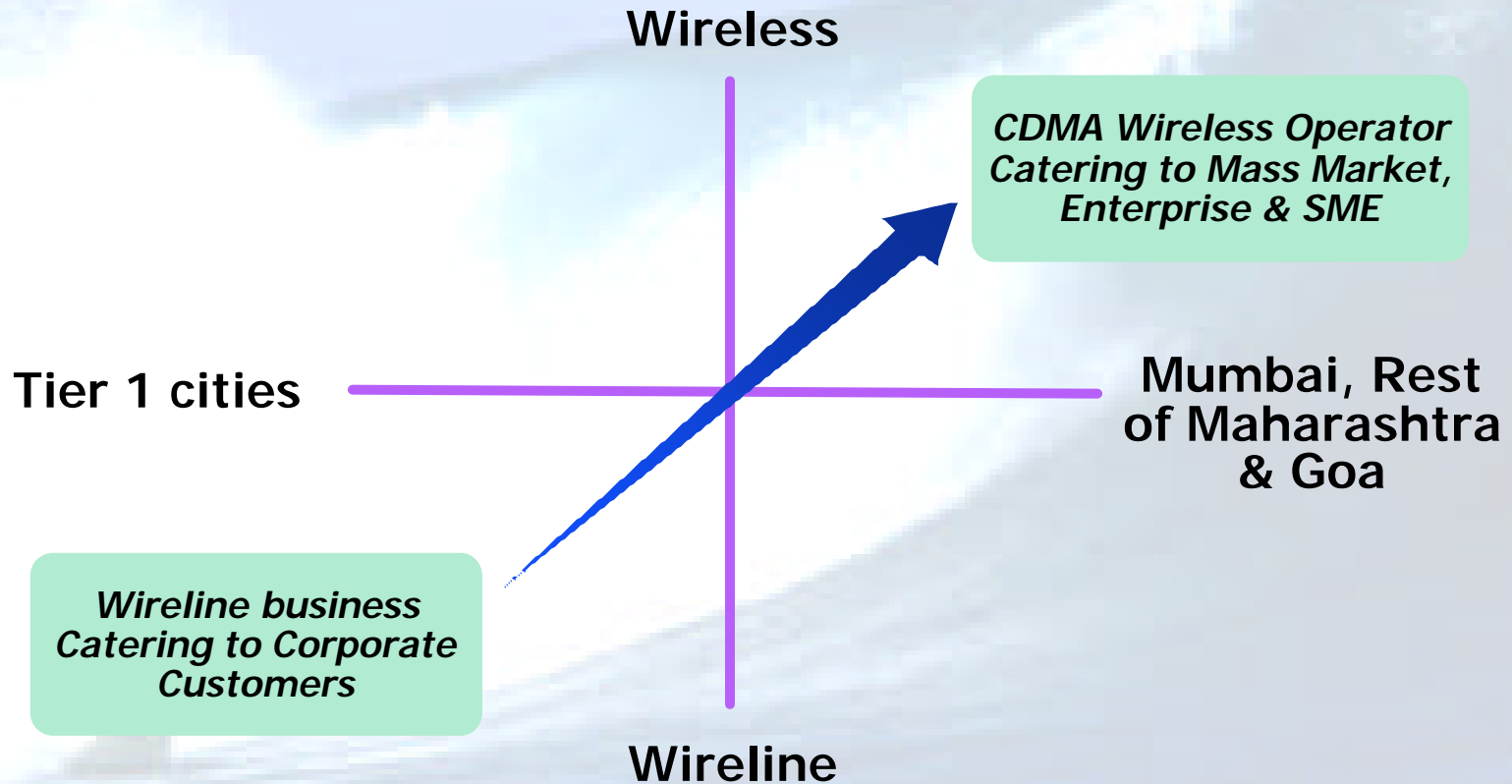
Paradigm Shift

TTML

New Vision New Focus

- Adding value to shareholders
- Deliver Good Financial Results
- Be a significant wireless player
- Empowered Employees
- Drive Operational Efficiency
- Bringing Customer Delight

Paradigm Shift



Objective: Be a significant wireless player with Nationwide Roaming

Key Milestones

- New Products Launched
 - Truepaid
 - Walky
 - V-Data card
 - VAS
- Enterprise
- Channel Strength: Increased Market reach
- Operational Efficiency
- Robust Network: 135 Towns rolled out

Market segmentation

Walky



- Caller Line Identification
- SMS
- Missed Call details
- Internet
- Phone book
- Speaker phone
- Extremely low tariffs

Postpaid Mobile



- Most competitive tariffs in the market
- STD call charges are among the lowest in India
- Nationwide Roaming
- Superior data throughput

TRUEPAID



- India's most affordable mobile service
- 100% Talktime
- Local calls for as low as 3 paise/sec

Tata Indicom Truepaid

- India's fastest growing prepaid mobile
- Launched in Sep 04
- Crossed 1 million subs nationally within 7 brief months!
- 100% Talktime – a new paradigm in prepaid
- Signature phones for the first time in India (Sauravfone, Saniafone)



Innovative Applications & Value Added Services

Video on Demand	Inspector Baaz	Cricket Zone	Prayer Zone	Guru Zone
<p>Not on TV. Not in Cinemas. Not even on VCD.</p>  <p>Worldwide Video Premiere on Tata Indicom mobile phone!</p> <p><small>Catch the video of Remo's track LOVE ON SMS only on the Tata Indicom video-capable mobile phones. Also watch Bollywood and Hollywood movie clips, Music Videos, Sports Videos, News Clips and lots more. So start watching now!</small></p> <p><small>Call 92200 12345. Video on Demand (VOD) Application Downloaded 3/11/05 and selected for IP Download.</small></p> <p>TATA indicom do mDre. live mDre.</p>	 <p>INSPECTOR BAAZ</p>			

Enterprise Sales

Corporate Accounts

Corporate Employees



- Conference Bridge
- Leased Line
- ADSL

- Voice Portal
- BREW
- JAVA Apps,

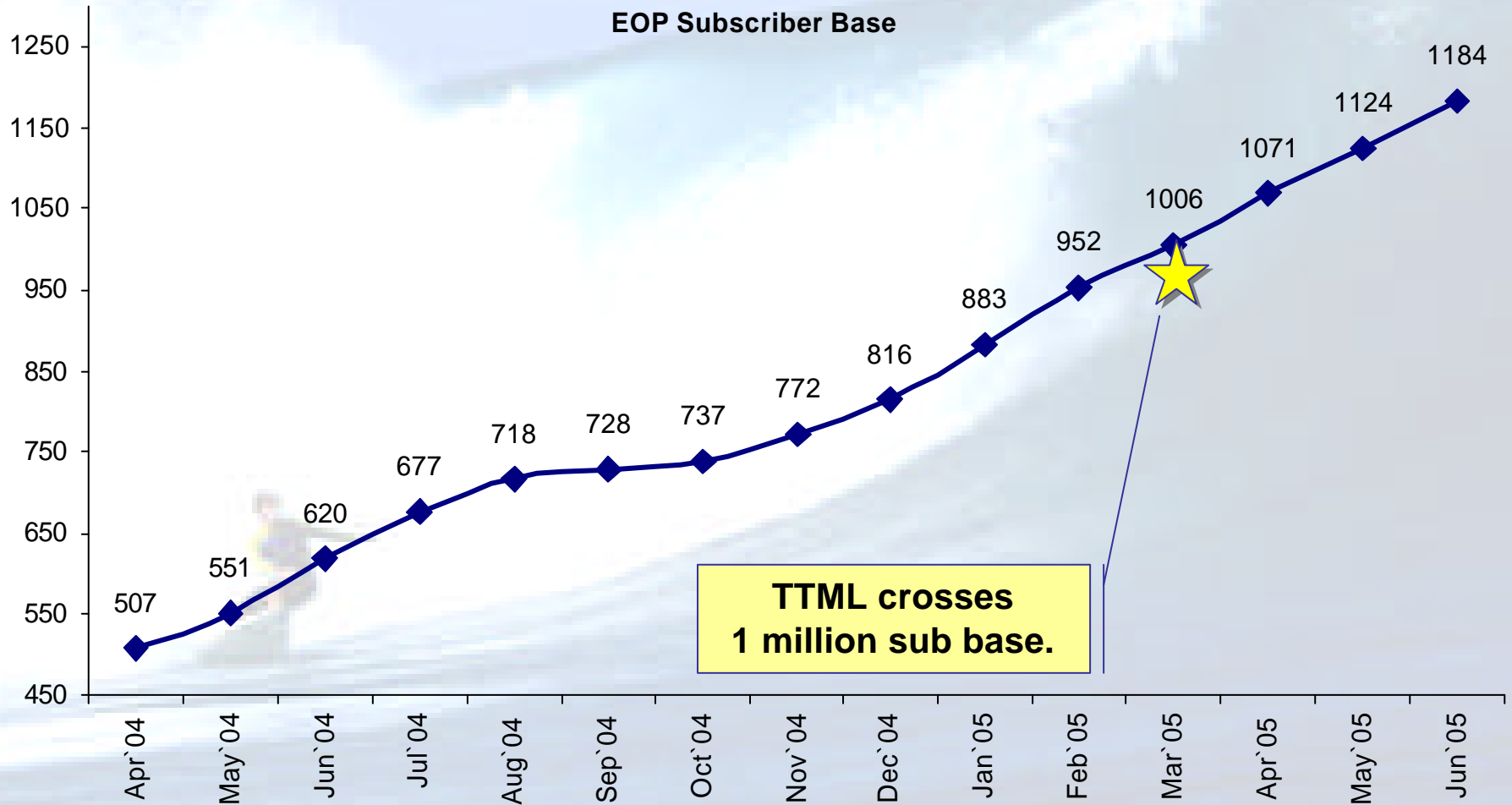
Channel Strength


- **Distributors** **159**
 - Truepaid 82
 - Post Paid 29
 - PTB 48
- **Retailers** **31000**
 - Truepaid 14,000
 - Post Paid 3,500
 - PTB 13,500
- **Showrooms** **216**
 - Franchise 61
 - True Value Shoppe 155

* Managed by TTML executives

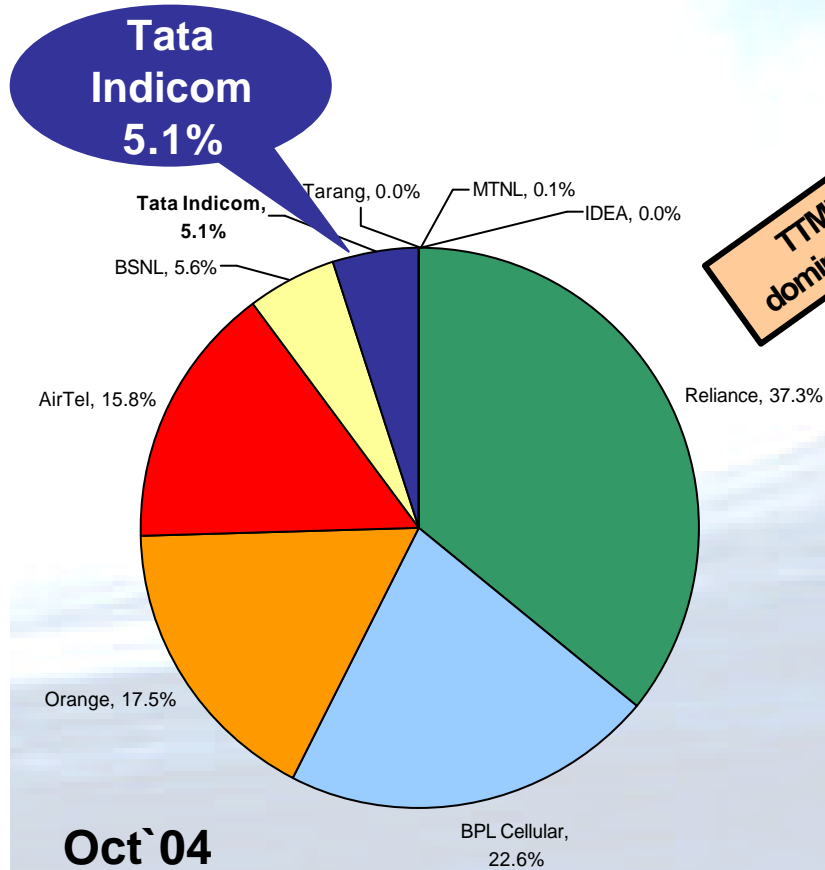


...1 Million Customer Base

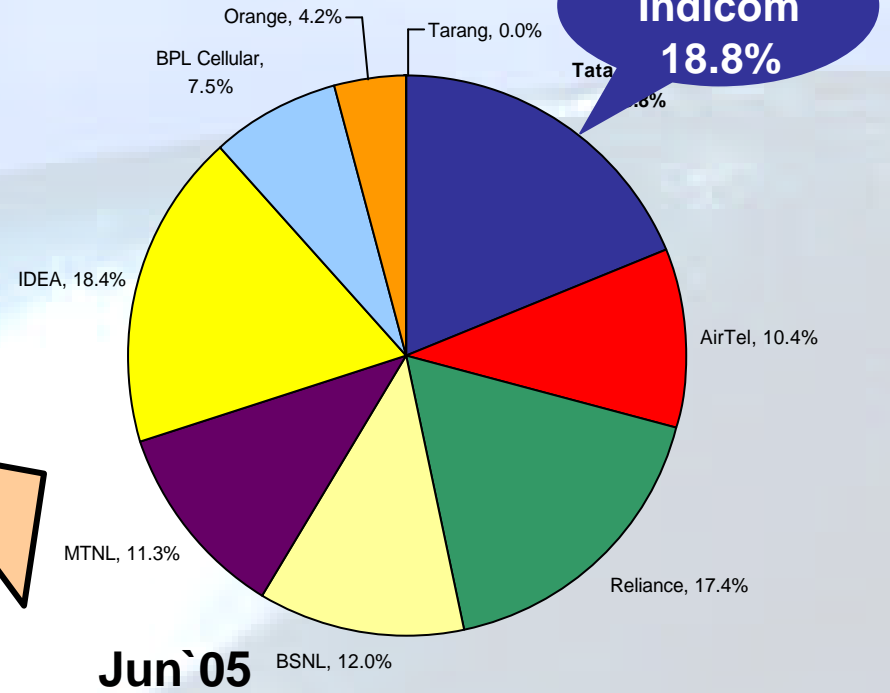


 Indicates a key milestone crossed

Incremental Wireless Market Share



TTML take a dominant position



A person is surfing on a large, powerful wave. The surfer is positioned on the left side of the frame, riding the face of the wave. The water is a deep blue, and the wave is breaking into white foam. The sky is a clear, light blue. The overall scene is dynamic and energetic.

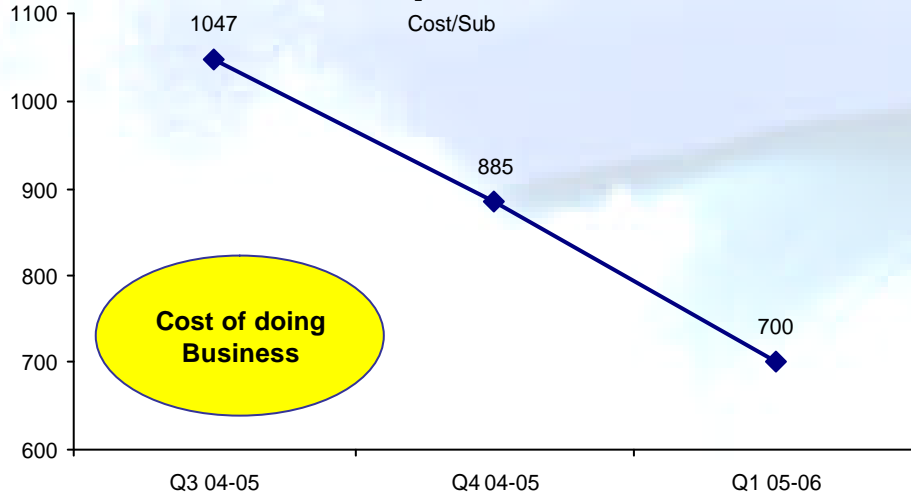
Customer Service & Operational Efficiency

- Cost per sub
- Subs per employee
- Billing Complaints
- Voluntary Churn

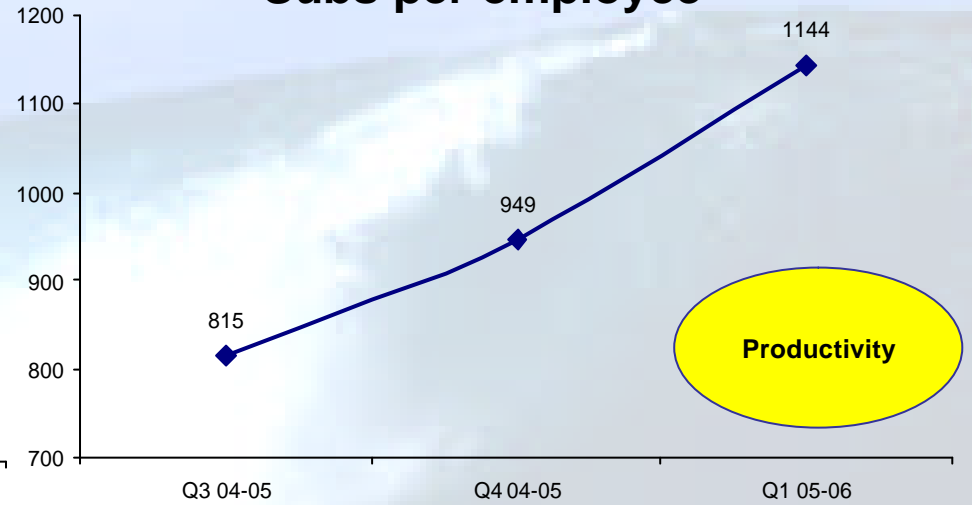
Achieving Operational Efficiency

(Critical Operational Parameters Improved)

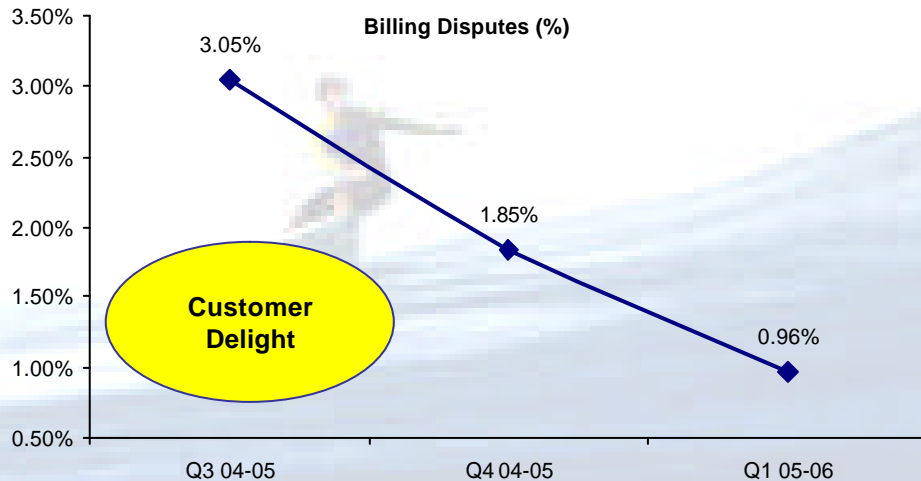
Cost per sub



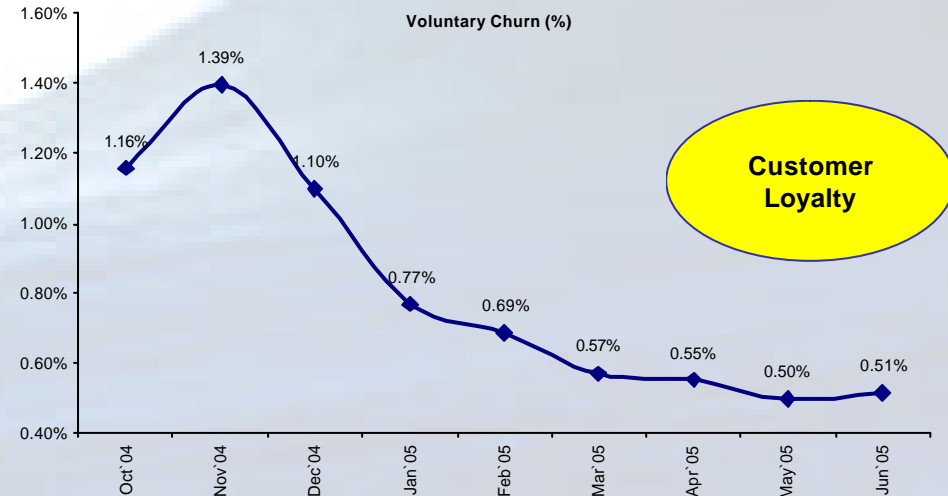
Subs per employee



Billing Complaints



Voluntary Churn



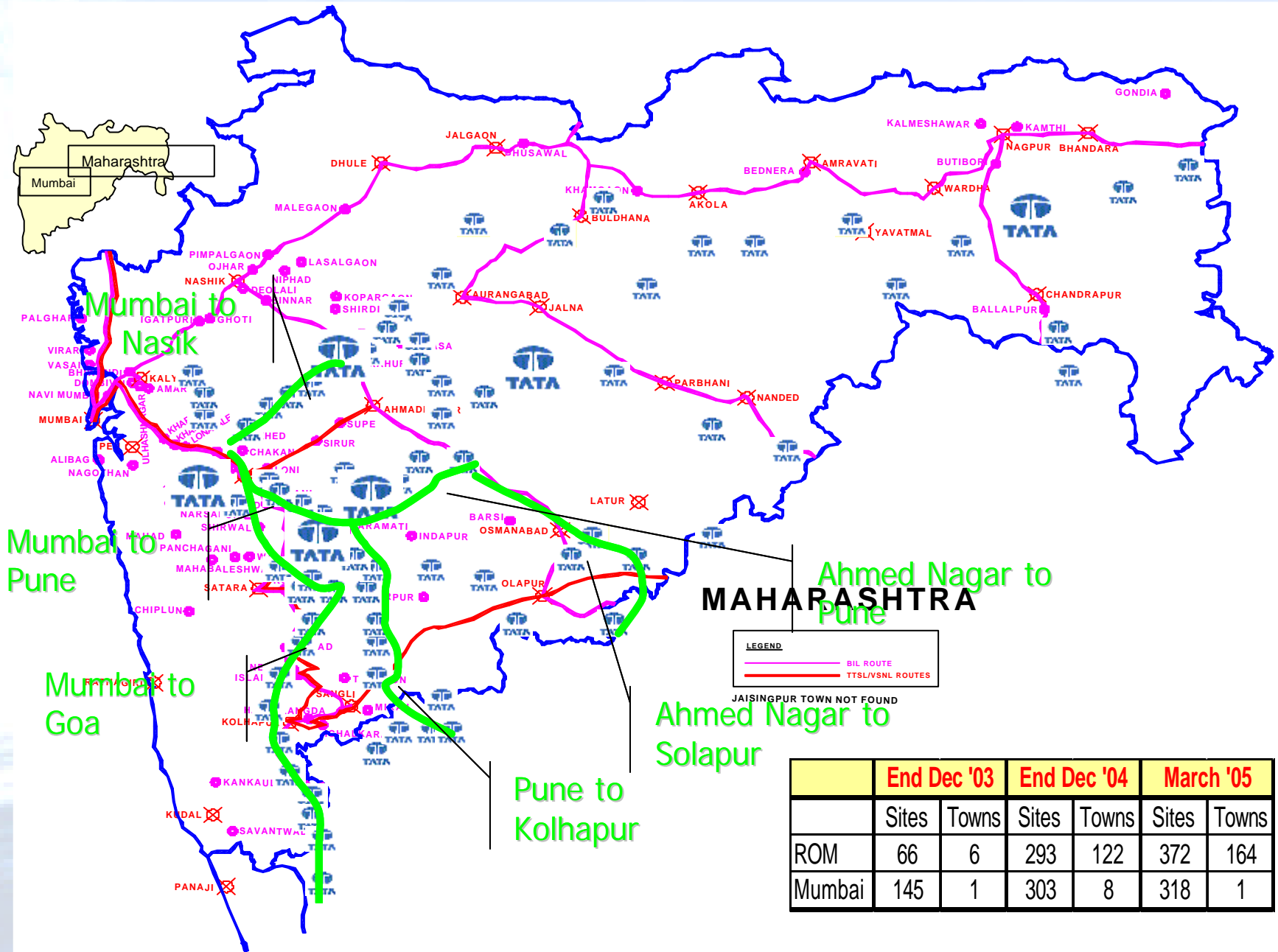
Significant improvement in Customer Satisfaction: CSI Independent Survey

A photograph of a person surfing on a large, powerful wave. The surfer is positioned on the lower left side of the frame, riding the base of the wave. The wave is massive and curling over, creating a thick wall of white water. The background is a clear, bright blue sky. The overall scene conveys a sense of power and resilience.

Robust Network

Network roll-out from 13 towns to 135 towns

Network



	End Dec '03		End Dec '04		March '05	
	Sites	Towns	Sites	Towns	Sites	Towns
ROM	66	6	293	122	372	164
Mumbai	145	1	303	8	318	1

Tata Indicom: Flood Relief Initiatives

More than 85% of the TTML Network was up and running

- Formation of Tata Indicom Disaster Management Team
- Setup of Command Center
- Free Walkys to Govt. Bodies
- Free PCOs at Key locations
- Tata Indicom Helpline
- Ongoing Weather forecast on SMS



Customer Speak

- *After unsuccessful attempts on other mobiles, I mgt to speak to my parents & my sister on Tata Indicom Mobile. I was very relieved. **God bless the folks at Tata Indicom***

– Sameer Lalvani

- *Feelings of this gentleman from LA is no different from lacs of Tata Indicom customers & other **people who use Tata Indicom lines who could reach their families** when all other networks were down.*

- Shilpa Rao

- *I want to thank Tata Indicom for the wonderful connectivity your network ensured during the heavy downpour. It helped our near and dear ones to connect and assured about our well being. **Thank you very much for the uninterrupted service.** I am glad that I made a decision to stay with you.*

- Abhishek Khandelwal

- ***I am extremely happy with your continuous uninterrupted service throughout.** I greatly appreciated our network coverage which enabled me to contact my family members and friends at this time of need when the other services like Orange, BPL, MTNL,etc didn't work.*

- Mr. Rupavelia & Mr. Wagale

Customer Speakcont.

- I was stuck up in the traffic for 28 hrs. But there was continuous network on my handset because of which I was able to contact my wife and dear ones very frequently. The only time my phone stopped working was when the battery drained out after 28 hours of usage. **I am overjoyed with the excellent Tata network** when other services failed to withstand the natural calamity. Congratulations to the entire Tata Indicom Family.

– Adrian Pinto

- I really appreciate the services provided my TATA INDICOM. During the last weeks rain problem **when none of the network was working I was able to make calls, send and receive messages from my Tata connection.** I am very happy to have gone for the Indicom connection.

- Bensiher A Raja

- I am happy and satisfied with the service offered by Tata Indicom. I appreciate the work Tata Indicom has put into getting things moving in such weather conditions, during the last 2-3 days. **Ours was the only phone was working in the whole society.**

- Mrs Sayali

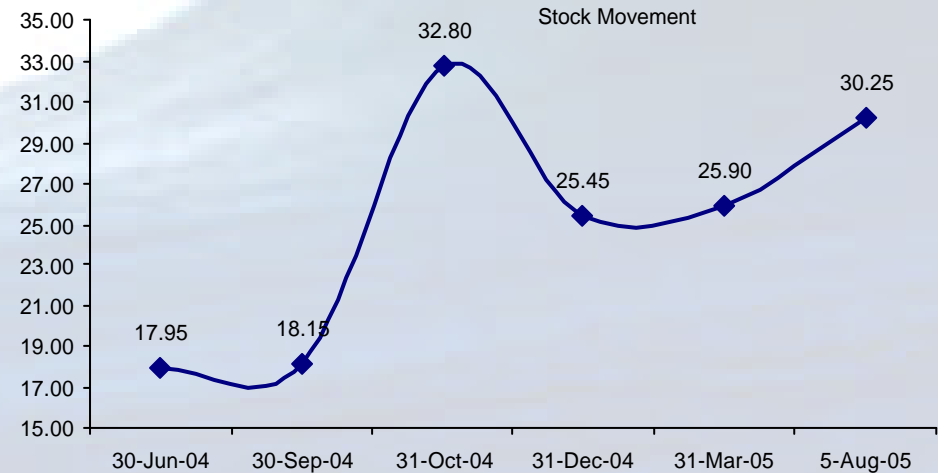
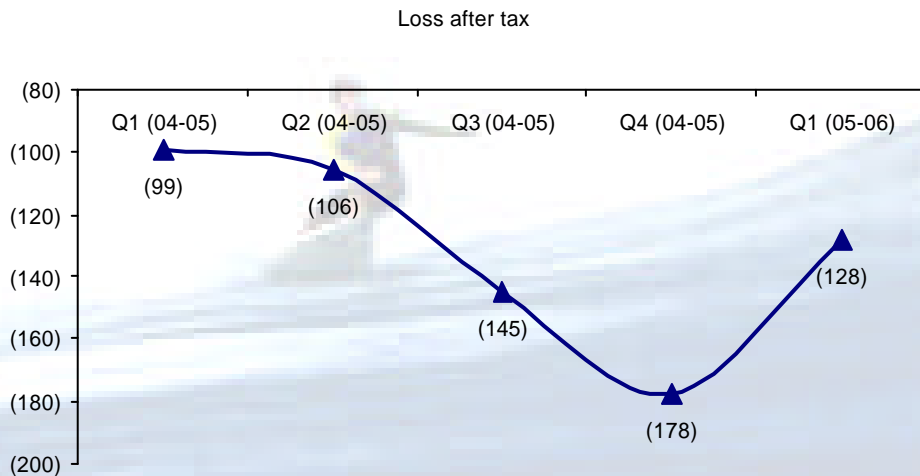
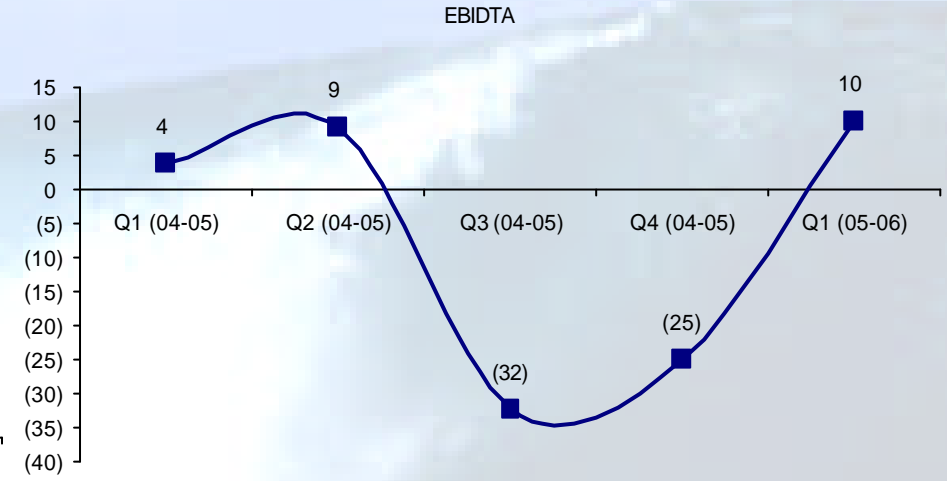
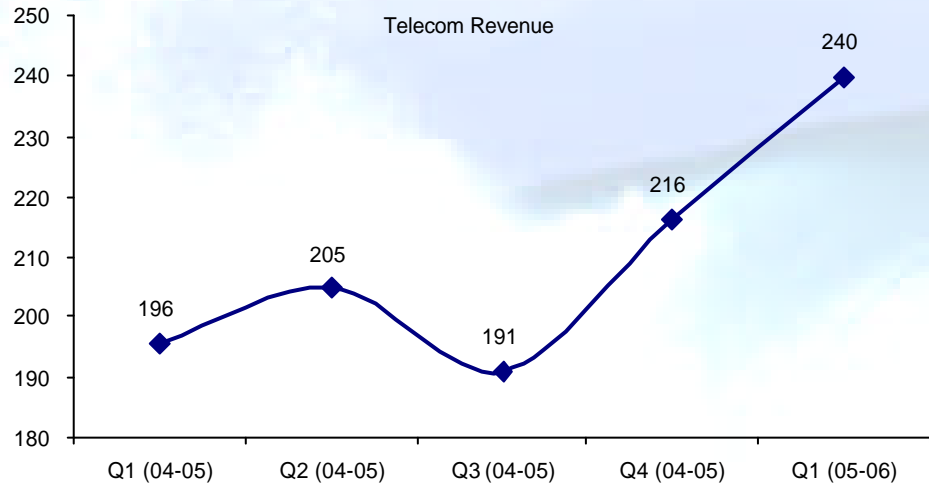
- Indian Express, Saturday 30th July 2005, page 5
Tata Indicom helpline: WHILST the incessant rains disrupted operations of most cellular service providers, **Tata Indicom was the only one to ensure an information helpline** for emergency services on 9220012345

A person is surfing on a large, powerful wave. The surfer is positioned on the left side of the frame, riding the base of the wave. The wave is breaking, creating a large plume of white water. The background is a clear blue sky.

Financials

- Revenue Growth
- EBIDTA Growth

Key Finance Parameters



A photograph of a surfer riding a large, powerful wave. The surfer is positioned on the left side of the frame, leaning into the wave. The wave is breaking over the surfer, creating a large splash of white water. The background is a clear blue sky. The word "Challenges" is overlaid in the center of the image in a bold, dark blue font.

Challenges

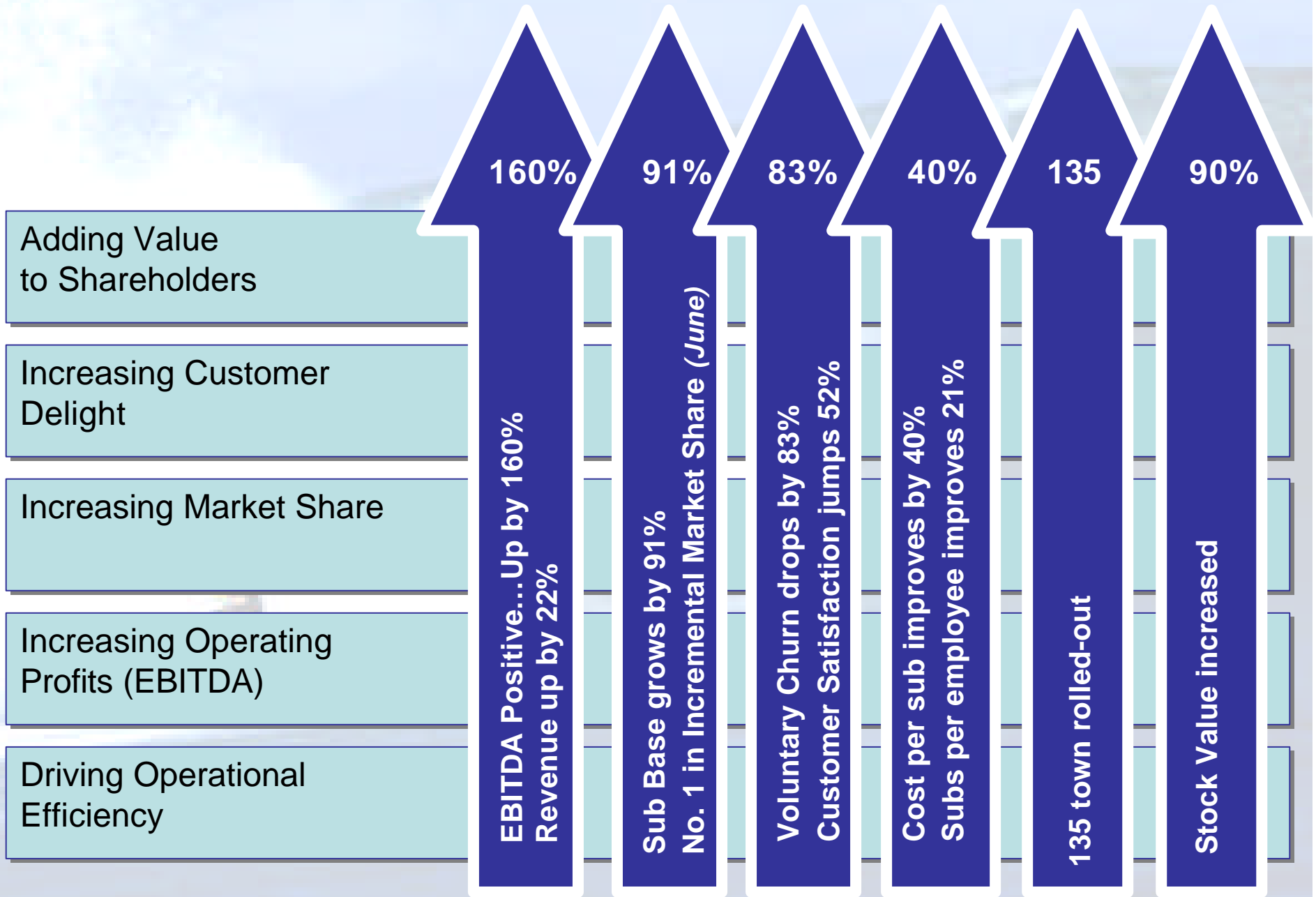
Key Challenges

- Regulatory Issues
- Handset Subsidy impacts CDMA Market
- Falling tariffs
- Being last entrant in the mobile market

A photograph of a surfer riding a large, curling wave. The surfer is positioned on the lower left side of the frame, leaning into the wave. The wave is a deep blue color, and the sky above is a lighter blue. The text "...in summary" is overlaid in the center of the image.

...in summary

Success story during this period





Thank You