

## **Tata Indicom announces Industry First 'ULTA PLAN' offer for its prepaid subscribers**

**Mumbai, 5<sup>th</sup> August, 2010:** Continuing its streak towards offering tariffs, customized to simplify the lives of the customers, Tata Indicom, the CDMA brand of Tata Teleservices Limited (TTSL), has launched *industry first*, a highly competitive and attractive offer 'ULTA PLAN' with path breaking STD calling tariff @ 30paise/min, for both its existing and potential pre-paid subscribers across India. With this new pre-paid 'ULTA PLAN', subscribers can make all STD calls across India at just 30 paise per minute vis-a-vis all local calls at 50paise/ minute.

"We have introduced the new attractive ULTA PLAN that brings together multiple benefits designed to ring in affordable calling options for our subscribers during the period. The offer breaks through the clutter, offering a competitive tariff that make STD calling even cheaper than local call rates. The plan will be extremely suitable for heavy STD users, providing maximum value and calling benefits. Whether our subscriber is a student studying far from home, or a trader or a frequent traveler, the offer will suit all segments," **Mr. Mr Lloyd Mathias, Chief Marketing Officer of Tata Teleservices Limited,,** said.

Potential prepaid subscribers can avail the benefits of ULTA PLAN by recharging their number with First Recharge Vouchers available at an MRP of Rs 58/- and Rs 104/-, wherein they can make STD calls at just 30 paise/ minute for a period of 3 months from the very date of recharge, for first 600 minutes per month (post 600 minutes STD rates will be charged @ 50p/min). The vouchers come with incoming lifetime validity and provide talktime worth Rs 32.58 and 74.29 respectively. What's more, SMS would be offered at a special price of 50 paise for both national and local messages. Also, existing subscribers can avail the benefit of STD calling at just 30 paise/minute for first 600 minutes (post 600 minutes STD rates will be charged @ 50p/min) across India by recharging with other 'ULTA Plan Special Tariff Vouchers' available at Rs 26 /- in Delhi, Punjab, Himachal Pradesh, Haryana, Kolkata, Mumbai and Maharashtra & Goa circles and at Rs 16/- in J&K, UP East, MPCG, ROWB, Orissa, Assam, North East, Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, Bihar, UP West, Rajasthan and Gujarat, with a validity of 30 days. While for local calls, existing subscribers will also be charged at a nominal rate of 50p/min.

To activate the **ULTA PACK** through an SMS, subscribers have to simply SMS 'GET ULTA' to **12524**. To avail the benefit through an SMS, customers will be charged a nominal rate of Rs 24/- in Delhi, Punjab, Himachal Pradesh, Haryana, Kolkata, Mumbai and Maharashtra & Goa, while customers in J&K, UP East, MPCG, ROWB, Orissa, Assam, North East, Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, Bihar, UP West, Rajasthan and Gujarat can avail the same at Rs 15/- only.

**About Tata Teleservices (Maharashtra) Limited:**

Tata Teleservices (Maharashtra) Limited is India's premier telecommunication service provider licensed to provide telecommunication services in Maharashtra (including Mumbai) and Goa. It focuses on all market segments, i.e. commercial, residential and public telephony. Tata Teleservices (Maharashtra) Limited has over 7.5 million customers in Maharashtra and Goa. These include reputed corporates, SMEs and residential customers. The company was recently rated the **No. 1 wireless operator in terms of overall customer satisfaction across Maharashtra (including Mumbai) and Goa, in surveys commissioned by the Telecom Regulatory Authority of India (TRAI)**. The company is listed on the Bombay Stock Exchange (BSE) (Scrip code-532371) and the National Stock Exchange (NSE) (Scrip symbol - TTML).

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