

Tata Teleservices Limited (TTSL) launches Instant Audio Conference service

- No scheduling of conferences required
- Call can be initiated by the subscriber anytime, and from anywhere
- Customers can have as many participants on the call as they wish
- Available across the country on Tata Teleservices postpaid connections, both wireline and wireless.

New Delhi, 06 December 2010 - Tata Teleservices Limited (TTSL), India's fastest-growing pan-India dual-technology telecom service provider has launched 'Insta Conference' - a unique audio conferencing service using XOP Network's Universal Service Node (USN) platform. Insta Conference service allows a customer to instantly convene a voice conference with a pre-selected group of individuals at the press of a key. The service is available to all existing as well as potential customers of Tata Walky, Tata Indicom and Tata DOCOMO.

The service is unique in its offering; making voice based conference calling an extremely easy process. By dialing a single number, from their registered phone, TTSL subscribers will be able to simultaneously reach a group of pre-defined users.

Speaking at the launch, Mr. Sukanto Aich, President Enterprise Business, Tata Teleservices Limited said, "We are delighted to introduce another revolutionary value added service for our customers across the Tata World. Our collaboration with XOP Networks has enabled us to offer Insta conferencing service based on XOP's Firebar application. It is aimed at large, small and medium enterprises, wherever there is a need for instant, voice-based group communication. The service is hassle-free, easy to connect anytime, from anywhere, can connect any number of people at one point in time, and above all is cost-effective with no additional rentals."

Mr. Sudhir Gupta, CEO of XOP Networks said, "We are very pleased that Tata Teleservices has selected XOP Networks platform to power its Insta Conference service. It is a great honor to be included in Tata Teleservices Limited's network and to be able to assist in bringing this unique audio conferencing service to Tata Teleservices Limited customers across the country." Insta-conference significantly reduces the effort required to set up an audio conference call.

This Conferencing service is a cost-effective, efficient and convenient. A customer can simply dial in to the bridge to automatically start a conference. The application dials out to one or more numbers belonging to each individual and as people pick up their calls; they are automatically placed into an audio conference. The service also allows them the flexibility to dial in and join/re-join as necessary. The charges for calls using Insta conferencing are based on flat billing and will be independent of the voice plan / add-on packs, which the customer has subscribed. Charges will be levied based on the actual number of participants in the conference and the respective duration for which each of them participated.

About Tata Teleservices Limited

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 22 telecom Circles. The company offers integrated telecom solutions to its customers under the brands Tata Indicom, Tata DOCOMO, Tata Photon and Tata Walky and uses both the CDMA and GSM technology platform(s) for its wireless networks. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 450,000 towns and villages across the country, serving over 82 million subscribers. After its collaboration with Japan's NTT DOCOMO in November 2008, Tata Teleservices has so far launched GSM services under the TATA DOCOMO brand name in all the 18 telecom Circles where it received spectrum from the Government of India. Tata Teleservices Limited has become the first Indian private operator to launch 3G services in India under the brand name Tata DOCOMO, with its recent launch in all the nine telecom Circles where it won the 3G license. In association with its partner NTT DOCOMO, the Company finds itself suitably positioned to leverage this first-lover advantage. With 3G, Tata DOCOMO stands to redefine the very face of telecoms in India. The company recently launched a new brand on the GSM platform—T24—in partnership with Indian retail giant Future Group. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and wireline services.

For details, visit www.tatateleservices.com, www.tataindicom.com and www.tatadocomo.com

About XOP Networks

Beginning in 2003, XOP Networks embarked on developing a next generation IP centric value added services application platform. Realizing this vision, it shipped its first product, a Digital Collaboration Bridge (DCB) in 2004. A DCB combines rich Audio Conferencing and Web Conferencing, thus creating a collaborative experience for the end users.

Leveraging the success of the DCB, the product portfolio was expanded in 2005 to include the Group Alerting and Conferencing Server (GACS). The GACS allows mass notification messages to be dispatched over a variety of communications networks. Year 2006 saw the addition of the enhanced Voice Mail Server (VMS) to the product line. In 2007 XOP Networks launched its Universal Service Node (USN) which offers multiple value added services on one platform. In year 2008 IP based Hoot and Holler conferencing capability was added to the platform. In 2009 XOP Networks introduced Ring down Firebar Conference Server (RFCS) that allows a conference to be set up simply by lifting a handset on an analog or IP phone. Several other enhancements were introduced including support for Secure conferencing, SMS driven conferencing, Group SMS and Voice SMS capabilities. The product line was also hardened for use in defense networks. Flexibility of the product's architecture allows XOP Networks to quickly customize its solutions to fit the needs of its customers.

Headquartered in Plano, Texas at 5508 West Plano Parkway XOP Networks was founded in 2002 and is backed by a seasoned management team. Deployed at multiple Fortune 100 companies, US defense organizations, Mobile operators and CLEC/IOG customers, XOP Networks' products allow customers to improve employee productivity, promote business continuity and generate new revenue streams. Having both legacy and VoIP interfaces, XOP products allow customers to seamlessly transition their value added services from legacy circuit switched networks to VoIP based packet switched networks.

For more information about XOP Networks, visit its website at <http://www.xopnetworks.com>.

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