



## Tata DOCOMO Inaugurates its first Unique Experience Centre in Mumbai

- Specially crafted to be a sensory delight
- Exudes the core brand values of innovation and new-age technology
- Visitors can touch, feel and experience latest in telecom technology & gadgets

**Mumbai, 19th November 2009:** TATA DOCOMO, the youngest telecom brand in the country today announced the inauguration of its first unique Experience Centre in the city of Mumbai. The Experience Centre is not just a retail outlet, but high-end destination where a consumer can come and interact with services and experience what the future holds. It will also showcase a whole new world of Value Added Services allowing visitors to explore the latest in telecom technology and gadgets.

Prominently located at Hill Road, Bandra, the centre is designed to be a visual treat and an embodiment of the brand's core values which inspires people to 'DO'. It allows visitors to explore the digital future on their own terms and to be ahead of the curve by getting a first-hand experience. The TATA DOCOMO Experience Centre ranks high on technology with a high style quotient.

The store was inaugurated by **Dr. Mukund Rajan, Managing Director, Tata Teleservices (Maharashtra) Limited** and **Soha Ali Khan**, the young Bollywood actress.

Speaking on the occasion **Mr. Abdul Khan, Head-Tata DoCoMo Marketing and Advisor to the MD, Tata Teleservices (Maharashtra) Limited**, said: "Our intent is to create a unique TATA DOCOMO experience showcasing the mobility of the future. It is a unique and revolutionary concept which offers a relaxing and an interactive environment for our consumers. We are focused on ensuring that our customers get a first hand feel of the brand TATA DOCOMO in Mumbai – a brand that has created waves in the Indian telecom arena with its distinctive proposition and positioning."

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

Tata Teleservices (Maharashtra) Limited (TTML) is a fully integrated, premier telecommunication service provider licensed to provide telecommunication services in Maharashtra (including Mumbai) and Goa. TTML has wireless operations on both CDMA (Tata Indicom) and GSM (Tata DoCoMo) platforms. It focuses on all market segments, i.e. commercial, residential and public telephony. TTML has over **10 million customers** in Maharashtra and Goa. These include reputed corporates, SMEs and residential customers. The Company has been 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 Limited (BSE) (Scrip code-532371) and the National Stock Exchange of India Limited (NSE) (Scrip symbol – TTML).

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