

## **TATA TELESERVICES LIMITED**

Tata Teleservices Limited spearheads the Tata Group's presence in the telecom sector. The Tata Group includes over 90 companies, over 350,000 employees worldwide and more than 3.5 million shareholders.

Incorporated in 1996, Tata Teleservices is the pioneer of the CDMA 1x technology platform in India. It has embarked on a growth path since the acquisition of Hughes Tele.com (India) Ltd [renamed Tata Teleservices (Maharashtra) Limited] by the Tata Group in 2002. It launched mobile operations in January 2005 under the brand name **Tata Indicom** and today enjoys a pan-India presence through existing operations in all of India's 22 telecom Circles. The company is also the market leader in the fixed wireless telephony market. The company's network has been rated as the 'Least Congested' in India for six consecutive quarters by the Telecom Regulatory Authority of India through independent surveys.

Tata Teleservices Limited has also become **the first Indian private telecom 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 bagged the 3G license. In association with its partner NTT DOCOMO, the Company finds itself favorably positioned to leverage this first-mover advantage. With 3G, **Tata DOCOMO** stands to redefine the very face of telecoms in India. Tokyo-based NTT DOCOMO is one of the world's leading mobile operators—in Japan, the company is the clear market leader, used by nearly 55 per cent of the country's mobile phone users.

Tata Teleservices Limited also has a significant presence in the GSM space, through its joint venture with NTT DOCOMO of Japan, and offers differentiated products and services under the **Tata DOCOMO** brand name. **Tata DOCOMO** arises out of the Tata Group's strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. **Tata DOCOMO** has received a pan-India license to operate GSM telecom services—and has also been allotted spectrum in 18 telecom Circles. The company has rolled out GSM services in all of these 18 telecom Circles in the quick span of just over a year.

**Tata DOCOMO** marks a significant milestone in the Indian telecom landscape, and has already redefined the very face of telecoms in India, being the first to pioneer the per-second tariff option—part of its 'Pay for What You Use' pricing paradigm. Tokyo-based NTT DOCOMO is one of the world's leading mobile operators—in the Japanese market, the company is the clear market leader, used by over 50 per cent of the country's mobile phone users.

The Tata Teleservices Limited bouquet comprises four other brands as well—**Virgin Mobile**, **Walky** (which is the brand for fixed wireless phones), the **Photon** family (the company's brand that provides a variety of options for wireless mobile broadband access, and **T24**. TTSL recently entered into a strategic partnership agreement with Indian retail giant Future Group to offer mobile telephony services under a new brand name—T24—on the GSM platform. The exciting new brand was unveiled in February and the company announced the commercial launch of GSM operations under the brand name T24 in June, starting with the city of Hyderabad. It has now launched T24 GSM services in Kolkata and Bhubaneswar as well.

Today, Tata Teleservices Ltd, along with Tata Teleservices (Maharashtra) Ltd, serves over 84 million customers in more than 450,000 towns and villages across the country, with a bouquet of telephony services encompassing Mobile Services, Wireless Desktop Phones, Public Booth Telephony and Wireline Services.

In December 2008, Tata Teleservices announced a unique reverse equity swap strategic agreement between its telecom tower subsidiary, Wireless TT Info-Services Limited, and Quippo Telecom Infrastructure Limited—with the combined entity kicking off operations with 18,000 towers, thereby becoming the largest independent entity in this space—and with the highest tenancy ratios in the industry. Today, the combined entity—which has been re-christened as VIOM Networks—has a portfolio of nearly 45,000 towers.

TTSL's bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony, wireline services and enterprise solutions.