

CHAPTER III

CONCEPTUAL BACKGROUND - MARKET STRATEGIES ADOPTED BY CELL-PHONE INDUSTRIES IN SANGLI DISTRICT.

CHAPTER 3: MARKET STRATEGIES ADOPTED BY CELL-PHONE INDUSTRIES IN SANGLI DISTRICT.

3.1: Current scenario:

There are no second thoughts that the Indian service sector is growing & is growing fast. Cellular companies are doing everything possible to ride the tide & make the most of the great opportunity knocking their doors. Everybody wants to own the largest market share. So as far as cellular services marketing in India are concerned they are trying to lure more & more customers. They are communicating frequently about how committed, willing & happy their companies are, to make the lives of the customer better.

The 'Good looking' pretense:

As mentioned above, a lot of marketing activity is happening in the Sangli district cellular service sector. Companies are given a makeover with new bright colored logos, punch lines & appealing advertising. Mobile operators are claiming omnipresent networks that they have.

The veracity behind the façade:

In spite of the service marketer's claim, the customer's experiences are contradictory from what was claimed. A general industry specific observation is as follows: Mobile operators these companies usually sell more than their network capacities & as a result the phone networks are usually jammed. A cell phone industry official, who wants to remain

anonymous, says quality of cellular services is governed by three factors, **(1) Spectrum, (2) Frequency, (3) Number of subscribers.** On one hand, the industry has not been given enough spectrums & on the other TRAI expects enforcement of quality. India cellular service has one third of the quantity of spectrum than normal internationally & three times as many subscribers and amongst the lowest tariffs in the world.

Secondly, in comparison the manufacturing sector where marginal costs are more tangible & measurable. It is very difficult to measure the impact of increasing marginal costs in the service sector as they are very low as compared to revenues brought in by new customers. Hence, the cellular service operators are more attracted towards new customers. This is a dangerous mistake & the consequences are bad enough.

3.2: The Sangli district scenario:

In Sangli district unlike the products there is a lot of 'structural bonding' associated with services. In order to get out of certain services the customer has either to lose money or waste time or need active support from the company itself (processing customer's request) which often the seller won't lend. As a result once the customer is in, he will not move out easily. This is different from that of products where the customer being the owner can easily dump or resell it, if he does not like it. Cellular services marketers are aware of this situation as a result they go on luring more & more customers without caring much of the existing ones.

Cellular services provider's strategies in Sangli district:

Sangli district as a whole is currently dominated by 4GSM operator's viz. Airtel, Bsnl, Idea, Virgin & 3 CDMA operator's Tata Indicom,

Reliance & Virgin. The market is currently governed by GSM operators while CDMA operators are found to have a considerable market share.

The following strategies are adopted in Sangli district:

1. Airtel :

Telecom giant Bharti Airtel is the flagship company of Bharti Enterprises. The Bharti Group, has a diverse business portfolio and has created global brands in the telecommunication sector. Bharti has recently forayed into retail business as Bharti Retail Pvt. Ltd. under a MoU with Wal-Mart for the cash & carry business. It has successfully launched an international venture with EL Rothschild Group to export fresh agri products exclusively to markets in Europe and USA and has launched Bharti AXA Life Insurance Company Ltd under a joint venture with AXA, world leader in financial protection and wealth management. Airtel comes to you from Bharti Airtel Limited, India's largest integrated and the first private telecom services provider with a footprint in all the 23 telecom circles. Bharti Airtel since its inception has been at the forefront of technology and has steered the course of the telecom sector in the country with its world class products and services. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - Mobile Services, Airtel Telemedia Services & Enterprise Services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles while the Airtel Telemedia Services business offers broadband & telephone services in 95 cities and has recently launched India's best Direct-to-Home (DTH) service, Airtel digital

TV. The Enterprise services provide end-to-end telecom solutions to corporate customers and national & international long distance services to carriers. All these services are provided under the Airtel brand.

Pre-paid & Post-paid Services:

One can communicate, whenever you want to, not just in plain words, but also in more exciting, innovative yet simple new ways.

- a) **Subscription Services:** Subscribe for cool alerts at the click of a button! What's better is that you receive updates automatically on your Airtel phone.
- b) **Call Management Services:** Avail of special services like calling waiting, call hold, call diverts and voice mail to manage all your accessibility needs with Airtel.
- c) **Mail, Messaging & More:** Let your phone do the talking, with email & messaging on the move. Make arrangements, share moments or just say hello. Airtel mail & messaging is a fast & convenient way to keep in touch
- d) **Data Services:** Take your office wherever you go & access e-mail and Internet any time anywhere, with Airtel.
- e) **Operator Services:** More services, for convenient use of your mobile from Airtel network.
- f) **Phone Backup:** Welcome to Airtel Mobile Phone Backup, a unique service that saves all the vital and precious information at the touch of a button.

Features of Pre-paid Services :

TotalCostControl

You can control your Airtel Prepaid like never before. No more rentals or deposits – simply recharge as much as you need to from as low as Rs. 10, to as high as Rs. 10,000/-. **Pre activated STD/ISD without deposits or rentals** You can now enjoy a pre-activated STD/ISD on your Airtel Prepaid. No more paying deposits or having a minimum balance in your account to make an STD/ISD call. Hassle-free calls are here to stay!

Strong Network Coverage Enjoy complete clarity when calling with Airtel's world-class technology and unbreakable network coverage that spans over 23 circles across the country.

Instant Balance and Validity Enquiry Your account balance is updated on the screen of your handset at the end of each chargeable call. You can also call 123 from your mobile phone and listen to the voice announcement or simply dial *123#, press 'OK' or 'YES' button and your account balance will be displayed on the screen of your handset.

Recharge your Airtel Prepaid Recharging is Easy. The calling value on your card keeps reducing as you make calls or use any other chargeable service. Choose the Airtel Prepaid Recharge Coupon that's right for you, from a variety of tailor-made recharge coupons with different denominations, which are available at a number of outlets across your city. Simply follow the procedure mentioned below, to recharge your phone.

More Recharge options:

Flexible recharge voucher This unique recharge voucher gives you the option to choose between validity or talk time, as per your need.

Easy Recharge Recharge your Airtel Prepaid Card electronically with value that suits your needs, starting from Rs. 10 till Rs. 10,000. You can also recharge your Airtel Prepaid while roaming anywhere in the country.

24-hour Recharge via ATM Recharge your Airtel Prepaid round-the-clock at your nearest ATM. Just walk up to your nearest ATM, insert the ATM card and enter your ATM PIN number. Select 'Mobile Recharge / Bill Pay' from the main menu and follow the prompts to recharge your prepaid. This recharge option is available with all leading banks.

Internet Recharge You may log on to the Internet banking website of your bank and select the prepaid recharge option to recharge your Airtel prepaid. Many leading banks provide Internet based recharging. You can also recharge with Rs.99 Lifetime Prepaid Plan to enjoy Lifetime Validity. Free airtime of Rs.10 available with this recharge.

Pre- Paid roaming:

- 1. National Roaming:** Make or receive calls from anywhere in India.
- 2. International Roaming:** Stay connected with those who matter around the world.
- 3. Bridge Alliance:** Roam 11 countries in Asia Pacific with Bridge Alliance.

Features of Post-Paid Services:

- **Easy Billing**

Enjoy a host of rich features only with Airtel e-bill. Register free on 'My Airtel' section and view your monthly bill with call details for last three months. Sort your calls between personal and official or analyze your usage, at the click of a button. To change your tariff plan call our IVR at 121 and leave a request, you can also send in your requests through email 121@airtelindia.com, log your request on My Airtel section of the website or SMS the change to 121.

- **Easy Payment Options. Anytime Anywhere**

You can choose from a host of convenient payment options only with Airtel. Walk into any Airtel relationship centre and make your payments by cash or credit card. Drop a cheque at any of the drop boxes for making payments or simply log on to My Airtel section and pay instantly through your credit card. You can also opt for easy payment options like: Standing Instructions You can give us standing instructions to debit your credit card account for your monthly Airtel bills. All you have to do is fill the Standing Instruction Form and mail, fax it to us or drop it any of our relationship centres. Electronic Clearing System Fill an ECS form and mail, fax it to us or drop it any of our relationship centres to directly debit your bank account for your monthly Airtel bill. Pay while roaming Airtel has introduced 'Anywhere payment' that offers you the convenience of making payments while you roam. Walk in to any Airtel Relationship Centre in the country, make payments by cash or credit card and enjoy uninterrupted Airtel Services.

- **Credit limit**

Your pre-set credit limit mentioned on your monthly bill helps you keep your mobile charges in control, keeps track of your usage and ensures that your mobile phone is not misused. Should you exceed your credit limit, you will be informed via a voice or a non-voice message to make an interim payment and reduce your account balance below your credit limit. You may also choose to pay us an additional refundable deposit to enhance your credit limit or opt for our convenient payment method of Credit Card Standing instruction .You can also make use of ECS facility.

- **Strong Network Coverage**

Enjoy complete clarity when calling with Airtel .It offers you world class technology and unbreakable network coverage that spans over 23 circles across the country.

- **Long Distance Calling Facility**

Call long distance calls in India and Overseas with STD / ISD facility on your Airtel phone.

- **Widest Roaming - National and International**

Airtel's roaming service allows you to stay connected and use your mobile phone to make or receive calls from almost anywhere in India and also over 160 countries, abroad.

- **GPRS – Roaming**

Use Airtel Postpaid's GPRS services, while roaming, to access the internet and office mails (eg. BlackBerry services), from almost anywhere in India and abroad.

- **Say it. In more than just words, with Services from Airtel**

Airtel brings you a wide range of Services that will change the way you communicate. Try them and discover a whole new world of fun and excitement. Call management Services Call waiting, call hold, call divert and Caller Line Identification Presentation, help you do more with your Airtel Postpaid connection! Conference call You can hold a teleconference with 5 people simultaneously with Call Conferencing service from Airtel.

- **Reach us, Anytime Anywhere**

In case you need assistance, dial '121' - our toll-free number, accessible from anywhere in the country, even while roaming. You can also send us an SMS to 121 or mail us at 121@airtelindia.com *In case of

email, mention your mobile no. like 9810012345 in the subject of the mail for a quicker response.

- **Best Value Plan**

We also offer Best Value Plan' to our customers; get in touch with our customer support to know yours.

Post Paid roaming:

- 1. National Roaming:** Make or receive calls from anywhere in India.
- 2. International Roaming:** Stay connected with those who matter around the world.
- 3. Bridge Alliance:** Roam 11 countries in Asia Pacific with Bridge Alliance.
- 4. In-flight connectivity:** Stay in touch even in the air with in-flight connectivity.

Latest Promos:

- a) Airtel Overseas Recharge:** Recharge your prepaid phone from anywhere in the world.
- b) Lifetime Prepaid 99:** All the rates and details of the Lifetime Prepaid 99 plan.
- c) Hello Tunes:** Set your favourite songs as your hello tune with Voice Search.
- d) M-Commerce:** Recharge anywhere, anytime from your mobile phone.
- e) Airtel Mobile Campus:** Get the mCampus plan exclusively for college students.

2. Bsnl: India's fastest growing cellular service, along with postpaid and prepaid services brings cellular telephony to the masses, through innovative technology and strategic pricing. This ambitious service uses state-of-the-art GSM technology to attain global excellence and leadership in business. Our entry into this sector has brought GSM cellular service at an affordable cost to the common man. All serving a single objective, to provide better communication to millions across India. Customers have reposed tremendous faith in BSNL and it has enrolled over 30 Lakh Cellular customers within ten months of launch of Cellular service, an unprecedented mark in Indian Cellular Market.

Why should you choose BSNL Mobile?

- For the first time in the country, all major towns and cities are covered through our network
- All major national and state highways are covered
- National and International SMS facility
- International roaming available for more than 300 networks across the world. See list>>
- The facility of one number roaming across the country
- Appropriate and reasonable tariff packages to suit every pocket
- Absolute transparency in billing. See your BSNL Mobile (postpaid) bills online no matter whatever place you belong to>>
- All regular features of cellular telephony, such as SMS as well as advanced features like MMS are available.
- 24 Hour helpline all across the country.
- The only Mobile service available through out the country including Jammu and Kashmir and North Eastern states like Arunachal Pradesh, Nagaland, Mizoram etc.

BSNL Service Plus:

CellOne provides a number of **Value Added Services**. These services helps BSNL serve you better & enhance the ease & quality of communication. thus bringing global connectivity at your doorstep.

‣ **Voice Mail Service**

‣ **Value Added Services SIM Based service SMS based Services**

‣ **Short Message Service (SMS)**

‣ **Group Messaging**

‣ **National & International roaming**

‣ **Call forwarding**

‣ **Corporate Virtual Private Network**

‣ **Call conferencing**

‣ **Friend and Family Talk**

‣ **Call waiting and Call holding facility**

‣ **Unified Messaging Services:** This provides Voice mail, FAX, e-mail, text to voice services on your mobile phone. So stay in touch with your nears and dears by means you like the most.

‣ **Wireless Application Protocol (WAP):** Surf WAP enabled websites on Internet using this service.

Pre-paid Services : BSNL Mobile prepaid service offers you a host of value added services and unmatched features not found in any other Cellular service. All India roaming facility is also available on BSNL mobile prepaid service. Initial activation charges for Prepaid Mobile is only Rs. 200/- and free talk value of Rs. 50/- is given to all subscribers.

BSNL Mobile Pre paid cards are available in the denominations of Rs. 70,150, 300, Rs. 500, Rs. 1000 and Rs. 2000 validity period of which are 7,15, 30, 45, 120 and 180 days respectively.

Moreover, on any later date if you want to convert your BSNL Mobile pre-paid scheme to post paid scheme it can be done without paying any additional activation charge. The unutilized balance amount will not be adjusted in the post-paid scheme. (this conversion facility is subject to technical feasibility).

Value Added Services :

Voice Mail Service:

Though you may miss a call, you will never miss what the caller has to say with CellOne Voicemail. It's truly mobile voice mail. CellOne Voice Mail Service ensures that the customers never miss their calls even when their phone is busy, switched off, out of coverage, or the customer is simply too busy to take the call. In such cases, CellOne VMS greets the caller and records a message from the caller, which the customer can retrieve later at his convenience from anywhere in the world. This is available to all our post-paid customers.

It's like having your very own ,mobile personal secretary and answering machine who listens to your incoming calls, greets the caller and stores the messages left by the caller so that you can listen and call them back later.

- Isn't your life real cool and easy!

SMS:Mobile to Mobile Messaging is a revolutionary new means of communication that allows CellOne mobile subscribers to send a short text message instantaneously to any other mobile subscriber. You can type

down the message and send it to any mobile. The message can be of 160-character length including spaces, punctuation and special characters. The system sends the confirmation about the delivery of the message to the sender as soon as the message is delivered. If the called number is busy or out of coverage area, the system periodically monitors the status of the called number and sends the message as soon as it becomes active. BSNL provides national and International SMS facility to its post and pre-paid customers at very cheap price.

Roaming: At CellOne, we believe you should be able to talk to whomever you want, whenever you want and wherever you want. That's why CellOne offers you Roaming services designed to meet your needs. We thus make sure that you are always just a phone call away from your near and dear ones. Your CellOne number shall remain the same wherever you are in Mumbai, Lucknow, London, Paris or anywhere else in the world.

SEAMLESS ROAMING : Since your number is the same wherever you go, the call will be forwarded to you. So no more missed calls. Further the caller does not require STD/ISD facilities to call you, if the call is being made from within the service area of your home network. All India roaming facility is available for both post and pre-paid mobile customers. International roaming facility is available for CellOne subscribers for more than 300 networks across the globe.

ONLY ONE BILL You get one consolidated bill, even if the service is utilized in more than one city of a country. What's more, with Cell One International Roaming you would be billed only in Indian Rupees.

CONVENIENCE GALORE Your PIN number doesn't change, just as your cell phone number. Imagine the convenience.

CellOne National Roaming: Makes you accessible across the country on one cell phone number, providing you the most comprehensive coverage in the country.

Call Forwarding: In case you are in a meeting or your Cell phone is switched off, using the Call Forwarding feature, you can forward your calls on a fixed line or a cell phone where someone can see messages on your behalf. You can also forward an incoming call while speaking to someone. You can activate Call Forwarding either by using the menu function of your cellphone or by using the codes mentioned alongside.

Use the menu function to scroll to Call Forwarding and activate for the following options:

- All calls
- If busy
- If no reply
- If not reachable/switched off

All forwarded calls are billed the same way the regular call is billed. Calls that are forwarded to the CellOne Voice Mail, are not charged for airtime.

Call Conference:

There are times when we have wished that we could speak to a group of people simultaneously. May be wanted to gossip with friends, or hold discussions with clients. Now you can have the privilege of a teleconference with up to 6 people, at the punch of a few buttons . Each call is charged for the time spent on 'hold' and in conference. The person initiating the conversation will be billed for calls at applicable airtime and fixed line charges . This service can be used only if you have activated call waiting. If someone wants to opt out of the conversation they simply have to disconnect the call. Currently , you pay nothing extra for this service .

All you have to pay is the airtime charges and the applicable fixed line charges. Call Conferencing is handset dependent service.

Call Waiting:

This feature enables you to speak to two callers, one at a time, without hanging up on either one of them. When this network service is activated, the network notifies you of a new incoming call while you have a call in progress. If another person tries calling you midway through a conversation, he/she will hear a message informing him/her that your line is busy, while you will hear beeps at intervals. You can accept the second call while putting the first call on hold. Since this facility involves two conversations; you will be charged airtime rate for two calls. (The time you are actually talking and the time spent on 'hold')

Post-paid services:

BSNL Mobile offers you a host of value added services and unmatched features not found in any other Cellular service

As a proud subscriber of BSNL Mobile service you will stay in touch with your nears and dears any where in India because BSNL Mobile is the only Cellular service which is available in all major cities and covers all major highways. BSNL Mobile gives you all India roaming facility (including Delhi and Mumbai) and International roaming facility to more than 300 networks across the world.

As a BSNL Mobile subscriber you will enjoy benefits like:

- No security Deposit if you are an existing BSNL subscriber
- No security deposit or monthly rental for national roaming facility in Plan-325 & 525
- Voice Mail recording and receiving facility free.
- CLIP free

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- Call waiting and Call holding facility free
 - Missed call alerts by sms- free of cost!

A host of **value added services** are also available at very economical charges:

- ▶ **Voice Mail Service**
- ▶ **Short Message Service (SMS)**
- ▶ **Group Messaging**
- ▶ **National and International Roaming**
- ▶ **Call forwarding**
- ▶ **Corporate Virtual Private Network**
- ▶ **Call conferencing**
- ▶ **Friend and Family Talk**
- ▶ **Call waiting and Call holding facility**
- ▶ **In services** like Prepaid cards, Universal Access No.split charging,VPN etc
- ▶ **Wireless Application Protocol(WAP):** Surf WAP enabled websites on Internet using this service.
- ▶ **Unified Messaging Services:** Integrate your Mobile phone with the Internet and access your e-mails, faxes, voice mail etc on your mobile phone.

The details of the post-paid value added services are same as pre-paid services.

3. Idea:

IDEA Cellular is a publicly listed company, having listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) in March 2007. IIDEA Cellular is a leading GSM mobile service operator

with pan India licenses. With a customer base of over 44 million in 17 service areas, operations are soon expected to start in Chennai Metro; Kolkata & West Bengal, North East & Assam, and J&K

A frontrunner in introducing revolutionary tariff plans, IDEA Cellular has the distinction of offering the most customer friendly and competitive Pre Paid offerings, for the first time in India, in an increasingly segmented market. From basic voice & Short Message Service (SMS) services to high-end value added services such as Mobile TV, Games etc - IDEA is seen as an innovative, customer focused brand.

IDEA 'Women's Card' caters to the special needs of women on the move, and 'Youth Card' covers the emerging youth segment. IDEA 'My Gang' - the widely popular community user group product recently bagged the prestigious 'Golden Peacock Award 2008' under the Most Innovative Product category at the "19th World Congress on Total Quality". A brand known for many firsts, IDEA was the first to launch GPRS and EDGE in India. IDEA has partnered with Research in Motion (RIM) to offer Blackberry services on its network. IDEA 'NetSetter'- Plug & Play, EDGE enabled USB Data Card offers affordable data connectivity with faster speed and consistency.

IDEA offers seamless coverage to roaming customers traveling to any part of the country, as well as to international traveling customers across over 200 countries. IDEA Cellular has partnership with over 400 operators worldwide to ensure that customers are always connected while on the move, across the globe.

IDEA has received several national and international recognitions for its path-breaking innovations in mobile telephony products & services.

It won the GSM Association Award for "Best Billing and Customer Care Solution" for 2 consecutive years. It was awarded "Mobile Operator of the Year Award - India" for 2007 and 2008 at the Annual Asian Mobile News Awards.

- **Buzziest Brands in India 2009** Idea voted 4th Buzziest Brand in India by afaqs
- **Golden Peacock Award 2008** Most Innovative Product & Services
- **Asian Mobile News Awards 2008** Mobile Operator of the Year - India
- **Asian Mobile News Awards 2007** India Operator of the Year Award
- **GSM Association Award** Best Billing and Customer Care Solution - 2006 & 2007

IDEA Cellular is part of the Aditya Birla Group, India's first truly multinational corporation. The group operates in 25 countries, and is anchored by over 1,25,000 employees belonging to 25 nationalities. The Group has been adjudged 'The Best Employer in India and among the Top 20 in Asia' by the Hewitt-Economic Times and Wall Street Journal Study 2007.

Our Service Areas

The Indian telecommunications market for mobile services is divided into 22 "Service Areas" classified into "Metro", Category "A", Category "B" and Category "C" service areas by the Government of India. These classifications are based principally on a Service Area's revenue generating potential. Our 17 operational Service Areas are broken up into Established and New Service Areas

Established Service Areas

The established service areas are Delhi, Andhra Pradesh, Gujarat, Maharashtra, Haryana, Kerala, Madhya Pradesh and Uttar Pradesh (West). Licenses for the Maharashtra and Gujarat Service Areas were awarded in December 1995, with network rollout and commercial launch achieved in 1997. In January 2001 the mobile operations in Andhra Pradesh Service Area were integrated with IDEA through a merger with Tata Cellular Limited.

In June 2001, the mobile operations in Madhya Pradesh Service Area were fully integrated with IDEA through an acquisition of RPG Cellcom Limited. In October 2001, the license for Delhi Service Area was acquired during the fourth mobile license auction, with network rollout and commercial launch in November 2002.

In January 2004, Escotel Mobile Communications Private Limited ("Escotel"), was acquired with its original licenses in the Service Areas of Haryana, Uttar Pradesh (West) and Kerala. All these Service Areas were re-branded and integrated with IDEA in June 2004

New Service Areas

The New Service Areas are Uttar Pradesh (East), Rajasthan, Himachal Pradesh, Bihar, Mumbai, Karnataka, Punjab, Orissa and Tamil Nadu. Licenses for Uttar Pradesh (East), Rajasthan and Himachal Pradesh were acquired through the acquisition of Escotel (Escorts Telecommunications Limited). Brand Idea was launched in Karnataka and Punjab, through the acquisition of Spice Communications.

Idea launched its services in Mumbai and Bihar in 2008. The Mumbai launch was the largest Metro City launch in India. In Bihar, Idea acquired 500,000 subscribers in just over 100 days. The company has now expanded its services in Orissa and Tamil Nadu in the beginning of FY10.

Pre-paid Services:

Value Added Services - Maharashtra and Goa:

SMS

Idea Voice SMS - Idea Buzz - Subscription Services - 554560456

Idea Short Message Service- Missed Call Alert

m-Chat (messenger)- Text Messaging

Mobile Mail - SMS ShortCodes

Global SMS- Ringtones

SMS Pack - New Subscription pack

SMS Night Pack

Voice

Voice Chat - Dialer Tone Profile Pack

Dialer Tones - 55456- Say Idea - 55456

iMusic - Ganesha Speaks - 55181

Cellular Jockey - 52345- Voice Search 53463

Background Music Service- Self Analysis Test on 55456034

Rail Enquiry -Dial 139- Rail Enquiry -Dial 139

Astrology Service-55315

Copy a Dialer Tone- Voice Portal 54040

Live Counseling - 53300- Live Cricket Scores

Live Stock Alerts- SUD Jokes

GPRS

Ideafresh- GPRS Prepaid Plan

GPRS Postpaid Plan- Express your feelings with MMS

M-Commerce

Mobile Top-up- M-Banking

Portfolio Manager Service

Others

Bill Flash - *147#

Idea Safe Application - Phone Backup Solution

IDEA TV

Match Making on Idea Fresh

Election Pack

Marathi Blockbuster Movie

Roaming:

- 1) Roaming Into IDEA Circles
- 2) Roaming Out Of Home Network
- 3) Roam Like Home - with IDEA

Now you have one more reason to select Idea network while roaming in India. You can enjoy a 'Roam Like Home' experience even while roaming. IDEA is the first telecom operator in India to offer this facility to its valued roamers.

Convenient & Friendly features:

Dial directly from your phone book. You can call numbers saved in your phonebook, without adding STD or ISD codes to the entries. This saves you the bother of remembering the concerned codes or manually dialling every number.

Ex: If you are a customer from UAE and you have saved your home telephone number in your phonebook as 506123456. Now when roaming with Idea, you can call the same number directly, without prefixing +971 (ISD dialling code for UAE) each time you want to call home! Auto call correction of all misdialled calls. When you dial a new number,

this service will complete your call even if a wrong or incomplete prefix has been added to the number.

Direct access to your Voicemail box. Now you can make extensive use of your VMS feature, even while roaming. Dial your voicemail short code directly without any authentication codes.

Direct dialling to your home customer care number. Ex: If you have saved the customer care number of your mobile operator as 12345 in your phone book, you can call them at the same number even while you are roaming (which would not have been possible otherwise)

Call management services:

What is technology without a bit of spice? That's precisely why Idea thinks it right to bring to you a nice little consortium of features which really make cellular life so comfortable. Ranging from Caller Line Identity Presentation which lets the caller's number to be displayed on your receiver, to Call Waiting-Call Hold which allow you to put a call on hold while you are already speaking on one and toggle between the two; Idea takes so much efforts to reinvent and keep your cellphone constantly endowed with such valuable features. The list also includes Call Divert, Call Barring, Caller Line Identity Restriction and Call Conferencing, all designed to manage your calling ways better.

CLIP

Call Hold / Call Wait

Call Conference

CLIR

Caller Line Identification Presentation (CLIP):

CLIP identifies the caller by displaying the number of the caller on the handset. This allows you the benefit of accepting or rejecting the call ;

although, at times Caller Line Identification may not appear due to technical problems in the originating network.

Rental as per bill plan.

Call Hold / Call Wait:

This feature allows you to receive or make another call, while you are already busy with a call, without disconnecting it. You can receive or make a second call, by putting the first call on hold. You can activate call waiting by using the menu of your cell phone. You are billed for outgoing call(s) as incoming calls are free in home network, however in roaming both would be chargeable.

No Rental

Call Conference (CC):

This feature allows you to have a teleconference with up to five people at the same time, from wherever you are. You can conference with either cellular or landline phones, including STD and ISD calls. To make a conference call, simply make your first call. Then put the first call on hold and dial the next number. To conference, scroll through the handset menu and select the conference feature. Now your calls are connected. To invite another person, follow the same steps again.

Please Note :

- Call Conference is a handset dependent feature.
- You are charged for the time on hold and conference.
- The originator of the calls will be charged for all the calls initiated by him.
- To use the facility you need to activate the "call waiting" feature on your handset.

Call Divert:

With Call Divert, you can divert an incoming call to another cell phone (be it Idea or Airtel/ Essar or BSNL cellular phones) or even a landline number (within Andhra Pradesh local dialing list). You can divert your calls UNCONDITIONALLY, i.e. all calls will be diverted by default without ringing or then CONDITIONALLY, under the following three standard conditions :

- » Cell busy
- » Cell not answerable
- » Cell switched off or no coverage area

You can activate call divert by using the menu function of the handset.
(Please refer to your handset manual for details)

Please Note :

All call diverts are charged as normal outgoing calls.

Caller Line Identification Restriction (CLIR):

Now, with CLIR you can restrict your cellular phone number from being displayed on the receiver's cellular phone. This means, you can maintain complete confidentiality of your number. This feature might not function across operator networks, but will definitely restrict caller ID when called within the same cellular operator network's mobile numbers.

Itemised Billing:

An itemized bill gives you the details of all calls made, and of all the other facilities you availed of, on your mobile number during a month. It also carries details of the numbers called, time and date of the call, duration and the amount charged.

Billing & Payments :

Your bill is a complete record of all activities from your cellular account during the past month. It comes to you in two parts. The smaller portion at the bottom is the payment coupon, which you enclose with your payment.

VAS & Roaming are same as incase of Idea Pre-paid services.

4. Tata Indicom:

Tata Teleservices (Maharashtra) Limited (TTML) spearheads the Tata Group's presence in the Indian telecom sector by being the premier telecom service provider, licensed to provide services in Maharashtra (including Mumbai) and Goa.

Tata Teleservices (Maharashtra) Limited (TTML) spearheads the Tata Group's presence in the telephony sector in the telecom circles of Maharashtra and Goa, and Mumbai.

TTML commenced landline operations in 1998 and today has the largest wireline base in Mumbai and Maharashtra amongst all private operators, with over half a million subscribers, and around 50% market share. It commenced full mobility wireless services on the CDMA-1X platform in 2004-5, and has over 7.5 million wireless subscribers today, with around 14% market share. It is also a market leader in wireless data cards, with its pioneering Plug2Surf 1-X data cards and its recent launch of express wireless broadband services with Photon+.

TTML's network has been rated as the only congestion-free network across Maharashtra and Mumbai in 3 consecutive reports issued by the Telecom Regulatory Authority of India (TRAI). TTML has also recently been rated the No.1 wireless telecom service provider in terms of overall customer satisfaction across Mumbai and Maharashtra in independent studies commissioned by the Telecom Regulatory Authority of India.

The Company has been responsible for a number of innovations over the years, including its market introductions last year of 1 GB memory USB wireless modems, the world's first CDMA AM/FM Radio Phone, the Ganesha-motif Sumukha phone, the launch of the Novatium sub-\$100 PC in Mumbai, and, for the first time, a 100 Mbps to the home ethernet-based broadband service. Leveraging its high quality buried fibre Next Generation Network extending over 1500 kms in Mumbai, TTML recently announced its vision for Digital Mumbai™ – broadband anytime, anywhere in Mumbai city.

The Company has also been allocated GSM spectrum recently, and will be launching GSM services in Mumbai and Maharashtra shortly. The GSM network will re-use to a large extent the robust and reliable infrastructure already developed for the Company's CDMA services. With the full portfolio of products and services required by different categories of retail and enterprise consumers, and an excellent network backed by good customer care, TTML is well positioned to lead the market in the years ahead.

The Company is listed on the BSE and the NSE, and has over 600,000 shareholders. Its revenues for the fiscal 2008-9 were in excess of Rs 2000 Crores, with an EBIDTA of around 29%.

Pre-paid: Get best value with Tata Indicom Truepaid. Choose from a comprehensive range of recharge vouchers and more...

Post-paid: Everything you need to know about your Postpaid Connection!

Roaming: Enjoy the Tata Indicom advantage nationally & internationally.

Promotions: Baaton Baaton Mein (55365) - To access Dial 55365

Baaton Baaton Mein is a Service which will give caller a platform to open up and talk live with the counsellors on any topic

Tata Indicom Photon+ & Ten Sports On Tour Contest

Tata Indicom and Ten Sports Presents On Tour Contest
The winner of this contest is entitled to an all expense paid trip to respective venues. The prize includes return air ticket (economy class), 2 nights 3 day stay with local travel to & from the venue, meals & sightseeing.

Tata Indicom Summertime Prithvi Festival.

Make Summertime funtime for your kids!

Also 10% Discount on play Tickets for Tata Indicom subscribers.

SMS at 1 Paisa

Now SMS @ 1 paisa from 9pm to 8am

Customer Engagement Program

This service is exclusively for the postpaid customers.

Cash Back Offer for our Postpaid Mobile

- 100% Cash-back on your handset
- 300 minutes of free local call/month

CDMA Mobile Phones:

Tata Indicom : Widest range of CDMA Mobile Handsets & CDMA Cell Phones at attractive prices.

Tata Indicom has the widest range of **CDMA Handsets** for you to choose from. Choose from a range of the top **CDMA mobile handsets** from Nokia, Samsung, Motorola, Huawei and Haier.

Post-paid Services:

-
- Tata Indicom postpaid mobile phone STD call charges are amongst the lowest in India for distances over 500 km with absolutely no additional-airtime charges!
 - Most importantly, Tata Indicom postpaid mobile phone offers superior voice clarity, congestion-free networks, high speed data access, and coverage in over 1000 cities.

5. Vodafone India:

Vodafone Group Plc is the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States through the Company's subsidiary undertakings, joint ventures, associated undertakings and investments. Mobile is always at the heart of what we do, but now we are moving into integrated mobile and PC communication services. Vodafone Essar is the Indian subsidiary of Vodafone Group and commenced operations in 1994 when its predecessor Hutchison Telecom acquired the cellular license for Mumbai. The company now has operations across the country with over 71.54 million customers**. Over the years, Vodafone Essar, under the Hutch brand, has been named the 'Most Respected Telecom Company', the 'Best Mobile Service in the country' and the 'Most Creative and Most Effective Advertiser of the Year'. Vodafone Group is the world's leading international mobile communications corporation. It currently has equity interests in 27 countries across 5 continents and 40 partner networks with over 289 million proportionate customers worldwide. The Essar Group is

Vodafone's principal partner in India. The Essar Group is a diversified business corporation with a balanced portfolio of assets in the manufacturing and services sectors of Steel, Energy, Power, Communications, Shipping Ports & Logistics, and Projects. Essar employs more than 50,000 people across offices in Asia, Africa, Europe and the Americas.

Find out about Vodafone's leading services and technology :

Voice

We offer our customers a wide range of innovative tariffs and services for use at home, in the office and while travelling.

- Vodafone At Home
- Vodafone Office
- Vodafone Passport

Devices

Our services are accessed on a wide range of handsets.

Data

We offer a number of products and services to enhance our customers' access to data services, including Vodafone live! for consumers as well as a suite of products for business users such as Vodafone Mobile Connect data cards and internet-based and corporate email solutions.

Fixed and other services

Quick stats:*

3.6 million active broadband lines

We have developed fixed broadband services in many of our markets, to meet our customers' total communications needs, mainly through Digital Subscriber Line ("DSL") technology.

Our consumer fixed broadband offers are available in Greece, the Netherlands, Portugal, New Zealand and Egypt, Italy and Spain. We offer business fixed broadband in the Czech Republic and Italy and a fixed broadband WiMax offer is available in Malta.

Mobile advertising

Quickstats:*Over one billion advert impressions in the year to 31 March 2008

We have introduced mobile advertising in nine of our markets and continue to develop capabilities such as WAP banners and messaging formats, as well as more sophisticated targeting offers.

Business managed services

We offer our business customers solutions which meet a wide variety of their communications needs:

Secure remote access – a service enabling customers' employees to access their network through their laptop, on the move, both while in their home country and when roaming

Applications – many software programs have been developed for use on mobile devices and we can integrate these into our customers' mobile portfolios. For example, workforces can have up to date sales information available at any time, anywhere and schedules can be updated centrally and in real time.

Pre-paid Services:

Choose a tariff plan that suits your usage & budget best& get a whole lot of value added services to go with it.

Talktime offers: Enjoy maximum talktime on your Vodafone mobile phone.

Tariff offers: Talk longer, message more on your Vodafone mobile phone with our Tariff offers.

Validity offers : Staying mobile is easy with Validity offers from Vodafone.

Prepaid offers on topup recharge

Make use of Vodafone's prepaid offers to get a prepaid top-up recharge for the best deals on talktime, validity and call rates for Vodafone Prepaid cell phone. [Find out more](#) about prepaid offers for prepaid top-ups.

E recharge mobile top up vouchers for prepaid connection

You can get your Prepaid connection recharged through e recharge mobile top up vouchers available at various Vodafone outlets.

Chota Recharge topup

If you've run out of mobile Prepaid recharge minutes during your validity period, it's time for a Prepaid top-up of your talktime with a Vodafone Chota Recharge card. Get your Prepaid mobile recharge topup for as little as Rs 10 up to Rs 197 without buying a full month's talktime. [Find out more](#) about this Prepaid offer.

Bonus Cards

Here's a Prepaid offer that can supercharge your Prepaid top-up and make your talktime last longer than you think. Enjoy slashed rates on calls and SMS and save on talktime with Bonus Cards for your Vodafone Prepaid mobile tariff plans. [Find out more](#) about this Prepaid offer.

Looking for a Prepaid handset offer?

We have many Prepaid handset offers so you can get yourself a cool Prepaid handset to go along with a Vodafone Prepaid connection at great prices. Just visit the nearest Vodafone Store and check out the Prepaid handset offers. [Find out more](#) about Prepaid handset offers.

Caller tunes

Play your favourites song for all your callers instead of the boring tring tring on your Vodafone Prepaid cell phone with Vodafone Callertunes. Set your friends' favourite songs as Callertunes just for them. Choose a Callertune from amongst Bollywood to international hits, wacky sounds to pure instrumental, and more. And if that's not enough, you can also record a message in your own voice and set it as your Callertune on your Vodafone mobile Prepaid phone.

Wait, there's more – if you are crazy about cricket then you can set live cricket scores as Callertunes on your Vodafone mobile Prepaid phone with Cricket Callertunes. Set more than 1 Callertune on your Vodafone mobile phone with Callertune Shuffle so that your callers hear a different Callertune everytime. And if you're busy with something and can't attend to any calls, set a Busy Callertune that tells your callers why you can't answer your Vodafone Prepaid mobile phone. [Read more](#) about Vodafone Callertunes

Tunes and downloads

Add jazz to your Prepaid mobile phone with some help from Vodafone. Replace the regular tring-tring with Ringtones, set Callertunes, and download full songs, pictures, logos and much more. [Read more](#) about these Prepaid services.

Entertainment

Here's a Prepaid service that lets you have some fun when you've got free time. Plug into the world of movies, music and games or play contests to win some cool prizes. Brighten up your day with some jokes or chat and make new friends – all with your Vodafone Prepaid mobile phone. [Read more](#) about these Prepaid services.

Vodafone Alerts

Know what's happening in the world around you – with Vodafone Alerts on your Prepaid mobile phone. Just tell us what you're into – sports, spirituality, finance, national and international news, finance etc, and we'll keep you in touch with the whole world. [Read more](#) about these Prepaid services.

Call Management Services

Let us manage your calls for you. Use Vodafone Call Filter to block unwanted callers on your Vodafone Prepaid mobile phone. Back up your phonebook and all the cool stuff on your Vodafone mobile phone with Vodafone Phone backup. Set Busy Callertunes to let your callers know when you can't answer their calls. [Read more](#) about these Prepaid services.

Travel

A Prepaid service that helps you plan your journey. Book tickets, get train and flight schedules at the click of a button. Use JetWallet on your Vodafone Prepaid mobile phone to book Jet Airways tickets. You can also get Taxi fares on your Vodafone Prepaid mobile phone and make sure you don't ever get cheated.

Dial in services

Need something? Just make a call with your Vodafone Prepaid mobile phone to get it. With Vodafone's Dial in services you can get yourself flight info, pizzas, bouquets and much more.

Astrology

Know what the day's going to be like with this Vodafone Prepaid service. Get forecasts, tips on Vaastu and Feng Shui, info on Rahukaal & Shubhkaal and lots more – all on your Vodafone Prepaid mobile phone. [Read more](#) about these Prepaid services.

Recharging your Vodafone Prepaid card

Low on talktime? Getting a Prepaid topup with a [Prepaid mobile recharge](#) is easy.

Prepaid recharge cards

Stop at any shop with the Vodafone signage and buy a Prepaid mobile recharge coupon that suits your needs, for an instant Prepaid topup. Follow the steps mentioned on the back of the Prepaid mobile recharge coupon and you're done. As simple as that. [Read more](#) on Prepaid topups with Recharge cards.

Recharge with eTopUp

Want to recharge with a specific amount? Use Vodafone's eTopUp facility for a hassle-free Prepaid topup! Getting an eTopUp for your Prepaid mobile SIM card is easy. Just walk into a Vodafone Store or Vodafone Mini Store or any other store with the Vodafone signage to recharge your Prepaid SIM card with mobile phone Prepaid topup. You can recharge with any amount you like, using eTopUp. What's more, eTopUp is instant and completely secure.

Recharge with Direct Top-Up

Don't have time to go to a store to get a Prepaid recharge coupon or a mobile phone Prepaid topup? Get a Prepaid topup for your Vodafone Prepaid connection the next time you walk into an ATM using Direct

Top-Up. Or just send an SMS to recharge your account anytime, and for any amount.

Vodafone Stores and dealers

Do you need our help with something? Get in touch through Vodafone retailers or Vodafone Stores & Mini Stores spread across the country – and also your neighbourhood

Prepaid outlets

Walk into any Vodafone Prepaid outlet to buy a Vodafone Prepaid mobile SIM card, choose from a range of affordable Vodafone Prepaid cell phone plans or buy a Prepaid recharge coupon.

Vodafone Stores

These are just some of the many ways you can get a Prepaid recharge for your Vodafone Prepaid mobile phone. Come talk to us! Drop by at a Vodafone Store and we'll help you out with everything – be it a Vodafone Prepaid connection, a Prepaid handset offer to go with it, Prepaid mobile phone plans, value added services, replacement of a lost or damaged Prepaid phone SIM card or even a simple Prepaid Top-up with a Prepaid recharge voucher or mobile phone top up voucher.

Vodafone Prepaid Mobile Stores

Got no free time for a visit? Then let's meet while on the move. Look out for a Vodafone Prepaid Mobile Store to get a Prepaid connection, Prepaid mobile phone plans, value added services, Prepaid recharge vouchers and the answers to all your queries on a Vodafone Prepaid SIM card.

Vodafone Mini Stores

You'll find them in every nook & corner of the city. Check one out to buy a new Prepaid connection, select a Prepaid mobile phone plan, buy a Prepaid recharge voucher, reactivate an old connection and much more.

Post-paid services:

Talk @ 20 p/min with Vodafone Friends Circle

SMS @ 10p

All local SMS @ 10p

Talk Large Plan

Talk More - With a Monthly Rental of Rs 449 get talktime of 449 mins (local + STD) FREE

Roaming: is same for pre-paid subscribers

National roaming- Roaming across India should already be available on your Vodafone mobile phone. This will enable you to roam on all Vodafone networks across India.

International roaming- Feel at home wherever you are on the planet, with Vodafone. Make & receive calls from over 100 countries. So whether you're in Cochin or Kuwait, Amritsar or America, you'll always be just a phone call away.

GPRS : Access your email, surf the web, watch video clips and do much more with GPRS -even while roaming.

GPRS Roaming : View video clips. Send and receive MMS. Access your BlackBerry and mail. Surf the web. All while you're relaxing in Bermuda or partying in Ibiza – just as you do in your hometown. Now that's what we call trouble-free roaming!

6. RELIANCE:

A dream come true:

The Late Dhirubhai Ambani dreamt of a digital India — an India where the common man would have access to affordable means of information and communication. Dhirubhai, who single-handedly built India's largest private sector company virtually from scratch, had stated as early as 1999: "Make the tools of information and communication available to people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility."

It was with this belief in mind that Reliance Communications (formerly Reliance Infocomm) started laying 60,000 route kilometres of a pan-India fibre optic backbone. This backbone was commissioned on 28 December 2002, the auspicious occasion of Dhirubhai's 70th birthday, though sadly after his unexpected demise on 6 July 2002.

Reliance Communications has a reliable, high-capacity, integrated (both wireless and wireline) and convergent (voice, data and video) digital network. It is capable of delivering a range of services spanning the entire infocomm (information and communication) value chain, including infrastructure and services — for enterprises as well as individuals, applications, and consulting.

Today, Reliance Communications is revolutionising the way India communicates and networks, truly bringing about a new way of life.

Pre-paid Services & Post-paid Services :

Load it, forget it!

Take a look at our wide choice of prepaid plans with the most economical tariff rates. Whatever your use pattern and your budget, we have just the plan to suit your needs.

Tariff : Choose from the simple and attractive range of tariff plans that suits your needs.

Jaadu pack : Jaadu packs offers attractive calling rates for Local, STD & as well as while Roaming. It reduces calling rate significantly from base tariff

Unlimited Calling :No more tension of call rates. Recharge with any of the voucher of unlimited on-net plan and enjoy Free calling throughout the day to local Reliance Mobile.

Top-up cards :Now you can recharge your prepaid with any amount, from Rs.10 to Rs.10,000. So don't let your budget stop you. Choose a recharge value that suits you and stay mobile.

Lifetime validity:Enjoy Lifetime validity on your Reliance Pre-paid Mobile and stay connected.

SMS Top-up card:For person to person SMS, enjoy the SMS Topup cards. Its for people who love to send SMS.

E-Recharge :Recharge your prepaid mobile by visiting any Reliance World or a Retailer offering e-charge facility. And forget about scratching the paper vouchers.

How to Sign On:Whatever be your usage pattern and your budget, we have the plan for you.

Online Recharge :Now recharge your Reliance Mobile prepaid account online. No longer need to rush to the nearest Reliance World or your retailer every time you run out of your prepaid account balance.

R- Services

State-of-the-art services

Times have changed. No longer is a telephone merely a device one uses to talk. Reliance Mobile offers you a host of value-added services that make your phone experience altogether different, convenient and so very easy.

Voice mail service: A 24-hour personal call answering service.

Call waiting: Callers no longer have to get irritating engaged tones if you are talking on your Reliance Mobile phone. Call waiting allows you to receive an incoming call even while you are already speaking to another caller.

Call hold: Allows you to put an ongoing call on hold while you make a second call.

Call divert: Allows you to divert calls within your short-distance calling area (SDCA).

3-way call conferencing: Allows you to set up a conference call between three persons from your mobile handset.

CLIP :CLIP (Caller Line Identification Presentation) enables you to see the number of the caller when you receive a call.

CLIR :CLIR (Call Line Identification Restriction) enables you to block the display of your own number on a called person's phone.

International SMS :Enables you to send, receive, reply and forward simple text messages to friends, relatives and business associates across the world.

Do Not Call

Do Not call me, I'll call you Reliance Communications may contact you from time to time through telemarketing calls to inform you about new

features, products and promotional offers that can give you benefits or effect significant savings.

To avoid unwanted telemarketing calls, register your telephone number in NDNC Registry -Call 1909 or send SMS "START DND" on 1909. To deregister from NDNC send SMS "STOP DND" to 1909.

Reliance GSM services:

Current Offers

Reliance Mobile brings a special offers for all our esteemed customers to explore our next-generation congestion free network and unparalleled services to bring alive your conversations!

7. Virgin:

“Virgin Mobile” brand is India’s ‘first’ national youth-focused mobile service. “Virgin Mobile” branded services are being offered to the Indian consumers by Tata Teleservices through a brand franchise with Virgin Mobile. Virgin Mobile India will provide Tata Teleservices with experience and expertise in designing, marketing and servicing of “Virgin Mobile” branded products for the youth segment.

The Virgin Mobile Revolution Evolution

Virgin Mobile, a leading branded venture capital organization, is one of the world's most recognized and respected brands. Conceived in 1970 by Sir Richard Branson, the Virgin Mobile Group has gone on to grow very successful businesses in sectors ranging from mobile telephony, to transportation, travel, financial services, leisure, music, holidays, publishing and retailing. Virgin Mobile has created more than

200 branded companies worldwide, employing approximately 50,000 people, in 29 countries. Its revenues around the world in 2006 exceeded £10 billion (approx. US\$20 billion).

About Tata Teleservices

Tata Teleservices is one of India's leading private telecom service providers. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest CDMA 3G1X technology for its wireless network. Tata Teleservices along with Tata Teleservices (Maharashtra) Limited operates in more than 4500 towns across 20 circles i.e. Andhra Pradesh, Chennai, Gujarat, Karnataka, New Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kolkata, Kerala, Madhya Pradesh and West Bengal. Tata Indicom brand has a customer base of over 23 million.

Pre-paid Services:

Plan kya hai?

Here. Take a look at our plans. We've cut the crap, left out the junk, done away with the complex and come up with some simple and exciting plans just for you. Are you ready to swing?

Lifetime Validity &

Local Calls @ 50p/min!

That's right. Pinch yourself coz it's true.

Free Local SMS to Any Mobile Phone!

SMS your pals from any mobile operator totally free!

STD & Local Calls @ 50p/min!

No Pack. No Worries

For the first time ever, STD & Local @ 50p/min without any pack

So, start with Virgin Mobile Starter Kit and get lots of nifty stuff free for Rs. 499/- only'.

Three in one plan!

WHAT'S THIS ABOUT?

It always pays to get a little extra in life. Now we bring to you a great way to go mobile, buy a Virgin Mobil starter kit for Rs.499/- and get 1000 Local minutes plus 1000 Local SMS and lifetime validity.

TELL ME MORE!

Take a look at all the nifty little stuff you get with the new Rs.499/- starter kit:

- 1000 Local minutes valid for 90days from date of activation
- 1000 Local SMS Valid for 90days from date of activation
- Customers with Lifetime Validity, need to do a minimum of Rs10 recharge over 6month to remain active, else the number will be deactivated.

Introducing 'Number Choice' –

personalised premium mobile number!

There is no one in the world quite like you. So why shouldn't you have a mobile number that's as unique and individual as you are? Introducing 'Number Choice' – the smartest and only way to get your own personalised premium mobile number!

It's all pretty simple actually. All you got to do is answer a couple of quick questions and we'll throw up a set of cool mobile numbers that suit your choice! Yup, that's all there is to it!

TELL ME MORE!

And if that wasn't enough, we're also giving away a whole bunch of cool stuff when you buy a Virgin Mobile phone online like:

-
- 2 T-shirts
 - 1000 free local minutes
 - 1000 local SMS
 - Free prepaid connection
 - Lifetime validity
 - And more!

So go on, choose your number and get loaded!

Introducing the virgin mobile party line!

Talk to all at once!

Talk to your friends for free

with all new virgin mobile campus pack and also get loads of cool stuff !

Anytime, anywhere internet!

vLink USB Modem!

Reasons to choose Virgin mobiles:

Coollest Phones

When you think about buying a new phone what all comes to mind? Loads of features, sleek designs and great looks? At Virgin Mobile, we think we've nailed it. Not only do we offer you the most rocking phones but we also give you a super connection to compliment it!

Here's what you get with Virgin Mobile phones:

Coollest Phone:

- The best phones that are not just technologically advanced but also reflect your style, personality and lifestyle.
- Affiliations with market leaders across the world such as Nokia, Samsung, Huawei and many more

Watch out for more cool Virgin Mobile phones that are on their way to the market sooner than you think!

Simple & Clear Plans

Pretty much had it with operators and plans that lead you on with loads of promises but then fail to deliver every single time? Yeah we know what you're talking about.

At Virgin Mobile, when we say simple and clear plans we MEAN simple and clear plans. We strongly believe in the saying 'What you see is what you get'. So that means no hidden costs, no disclaimers, no fine print, no complications.

All our plans say it simple and say it straight. We speak your language. We know who you are. We understand what you need. And we deliver.

Cool Deals:

Buy any swanky Virgin Mobile Phone + Connections and get:

- Prepaid Connection
- Lifetime Validity
- 1000 Local Minutes
- 1000 Local SMS
- Virgin Mobile Cool Back Pack

Make your own, Choose your number:

You are on your way to getting your very own cool Virgin Mobile Connection. This is a step by step process that starts off with selecting your phone, to your free gift and also your very own Virgin Mobile number.

Recharge online:

Keep talking no matter where you are. You can add airtime right from this page. no need to run out and buy a Top-Up card. Pay with credit

or your debit card. Enter your Virgin Mobile Phone and recharge amount and get going.

We Kill Boredom

Sitting around in your pyjamas on a Sunday morning and there's nothing exciting on the tele? Tada! VBytes is here!

What the heck are VBytes you ask? Well my friend, VBytes are bite-sized boredom busters that we've secretly planted on your Virgin Mobile phone. Don't freak out... they're not some sort of James Bond type spy devices with which we can check what you're up to.

Here's the low-down on how you can beat the blues with VBytes:

- Download a whole load of your favourite tracks to your phone
- Grab the latest games and check out breaking news and sports coverage
- Load up on the juiciest stories and sharpest opinions in the worlds of celebrities, music and comedy
- Try a cheeky quiz or just have a chat
- Get your daily video dose of celeb interviews, film snippets and reviews and rib-tickling comedy clips
- And loads loads more!

Care like Never Before

Have you ever called customer care and ended up pressing 32 buttons to get from one menu to the next, only to be put on hold for the next 30 minutes? And have you just accepted it and sit still go through it everytime? Stop banging your head on the wall and listen up.

We do not irritate you.

We do not put you on hold.

We help you. We care for you.

You're our best friend.

We love you.

Wanna hug?

Customer Care @ Virgin Mobile is Hot 'Coz:

- Our agents aren't robots. They are real live people, who talk to you in the most casual way. They don't work with a script (like most customer care execs do) and are trained to listen to your problems and offer you a logical solution
- Our solution centric approach is all about working out your issues
- We don't want to blow our own trumpet but we just wanted to let you know that Virgin Mobile is the only operator in the UK to have won the 'Best Customer Service Award' six years in a row. And soon we plan to win an Oscar.

Most reliable Network

Just managed to get through to that special someone to wish them on their birthday and your call gets cut or you lose network? If this is you, it's time you switched to CDMA.

Tata Teleservices has one of India's most reliable and high quality networks, allowing you to enjoy clear calls, a fast connection and low dropped-call rates.

- In 75% of the circles surveyed by TRAI in its most recent report the Tata Teleservices Network had the lowest dropped call rate of any network
(eg. in Rajasthan competitors' dropped call rate was 17% versus Tata Teleservices Maharashtra Limited of less than 1%**)

-
- Tata Teleservices was consistently amongst the best networks for blocked call rates in the market.**

**TRAI Quarterly Service Quality Report March '07

Network Coverage

Virgin Mobile has one of the world's best and most sophisticated network coverage

We are Virgin Mobile!

Do you hear that buzz that's been in the air? That's us. We're here and everyone's talking. Get ready for the next level. With a globally recognized brand name, outstanding products and services, and distinctly irreverent style, we're here to show India what being Virgin Mobile is all about. As a sparkling new prodigy within Sir Richard Branson's Virgin Group, our team works to provide not only the best wireless products and services, but also a fresh style, innovation and transparency to our consumers.

Why We Rock

- Simple airtime pricing
- Tailor made plans with no hidden fees
- Bite-sized boredom busters called Vbytes
- No monthly bills
- No dotted lines to sign on
- You control the phone, not the other way around
- **Get Paid for Incoming:** Get people from any mobile network to call you on your Virgin Mobile phone and we give you that much more free talk-time! So go on and start thinking up ways to get your friends to give you a buzz.

- **Calls @ 50 Paise:** No packs, no worries. All local calls after the first 2 minutes priced @ 50 paise! Get your Virgin Mobile phone out and freak out!

3.3: Current Cellular Statistics:

India Added 13.44 Million Mobile Subscribers in February-09.

India's telecoms regulator has published the connection figures for February, noting that a total of 13.42 million telephone connections (Wireline and Wireless) have been added during February 2009 as compared to 15.26 million connections added in January 2009.

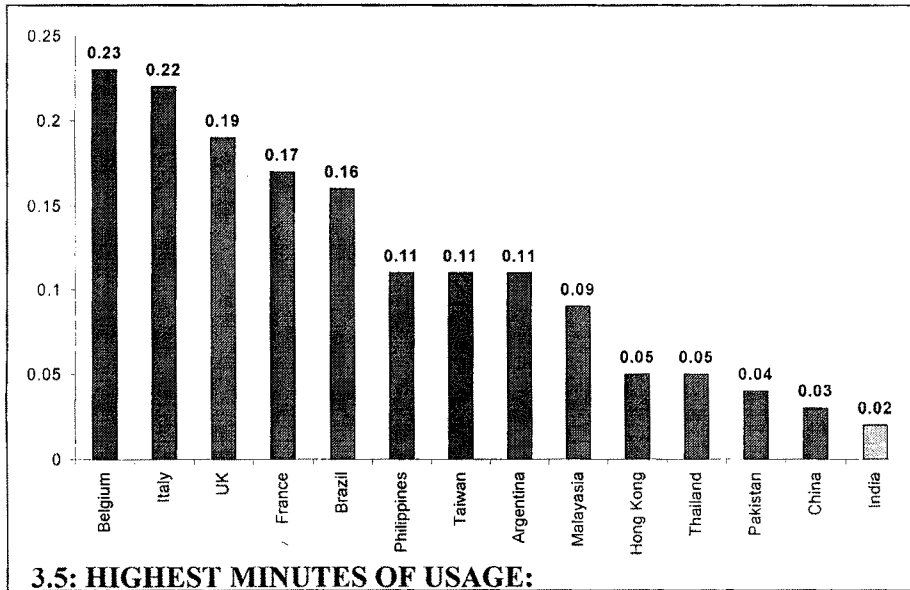
The total number of telephone connections reaches 413.47 million at the end of February 2009 as compared to 400.05 million in January 2009. With this growth, the overall tele-density has reached 35.62 at the end of February 2009 as against 34.50 in January 2009.

The total wireless subscribers (GSM, CDMA & WLL(F)) base stood at 375.74 million at the end of February 2009. A total of 13.44 million wireless subscribers have been added during the month of February 2009 as against 15.41 million wireless subscribers added during the month of January 2009.

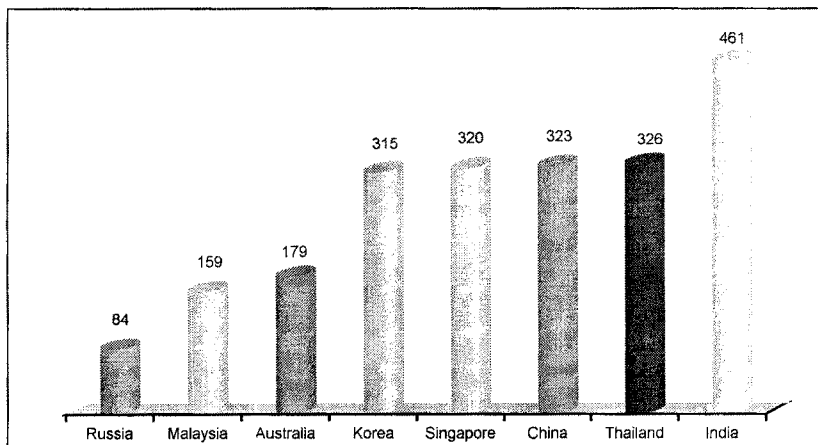
In the wireline segment, the subscriber base has decreased to 37.73 million in the month of February 2009 as against 37.75 million subscribers in January 2009 registering a drop of 0.02 million.

Network Operator	Subscriber Base (End Feb -09)
Bharti Airtel	91,114,971
Reliance	69,640,383
Vodafone Essar	65,920,902
BSNL	49,241,997
Idea	37,470,110
Tata Teleservices	33,867,024
State-wise Total	347,255,387

3.4: INDIAN CONSUMERS GET THE WORLDS LOWEST MOBILE TARIFFS :



3.5: HIGHEST MINUTES OF USAGE:



3.6: India needs TCoEs' (Telecom centres for excellence):

- Capacity Building to sustain the explosive Growth
- Benchmarking global best Technologies and Practices
- Prepare for Mobile Info Security, Next Generation Networks, Disaster Management services etc
- Plan a National Information Infrastructure to make India a leading Mobile Information Society
- Innovate actions for bridging Digital Divide
- To undertake India specific content & applications development

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- Concept Genesis in 2006, SEVEN TCoEs' created in 2007-2008!!...

3.7: SHARED INFRASTRUCTURE

- Project "MOST" – Mobile Operators Shared Tower
- Kick started infra-sharing in India and demonstrated proof of concept of the possibility of multi-technology (GSM & CDMA) and multi operators (upto 6 operators) sharing a single tower
- Unique USOF Scheme to Incentives setting up of Shared Passive Infrastructure in Rural Areas:
- Subsidy for setting up and managing 7871 towers in 500 districts spread over 27 states.
- Subsidy proposed for another 11,000 towers in the Second Phase.
- 'Guidelines on Infrastructure Sharing' announced on April 01,2008
- Active Infrastructure Sharing Permitted
- Procedures/Policies Streamlined

3.8: OTHER INITIATIVES:

1. Subscriber Verification

- Apex Advisory Council for Telecom in India - 4 stage process for verification
- Re-verification of existing prepaid subs – completed re-verification of ~ 85 million subs in stipulated time of 10 months!!

2. Setting up of Telecom Sector

- Low cost and expeditious redressal mechanism for consumer grievances – to be operationlized shortly.

3. Mobile Instant Messaging

- Provides an interoperable real time, fast-paced, multi-party conversation environment.
- Implemented across all GSM operators

3.9: THE OPPORTUNITIES AHEAD:

Rural India Beckons !!!....

- Mobile affordability not really an issue anymore....
- Lifetime prepaid a great success....
- Over 700 million waiting to be connected....
- Over 50% of the new connections now outside urban areas....
- Industry launching a special ‘Rural Chalo’ mobile scheme to attract 50 million new rural subscribers....
- **Value Added Services:** Scope for Trebling of Revenues!!...
- **Mobile Music:**
 - Sales already surpassed physical music sales
 - By 2009, over 75% of total music sales expected to be mobile music
 - Rs 3600 cr mobile music revenue in 2009
 - **“If music be the food of mobiles, do play on.....”**
- **Other VAS Opportunities**
 - Mobile Banking
 - Ticketing
 - Maps
 - Mobile DATA/INTERNET Access,
 - E-Mail,
 - Search,
 - Enormous potential for Regional Content....

3.9.1: THE 3G OPPORTUNITY:

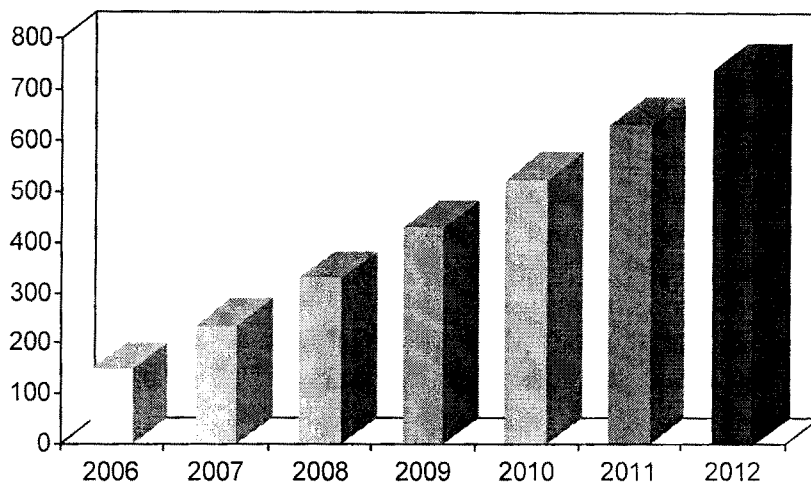
- Government guidelines expected soon

- Apart from meeting the data speed requirements of the urban and ITES/BPO sector, 3G will help meet the crucial broadband requirements of the rural sector
- Opportunities enormous in rural Health Care, Education and Governance
- Mobile Broadband to Overtake Fixed Broadband by 2010

3.9.2: THE CHALLENGES

- The huge burden of levies & duties
- Licence fee, USO levy & Spectrum Usage Charges need to be reduced
- Early release of Spectrum by Defence.
- Management of Cost efficiencies to cope with the state of hyper competition
- Greater than 12-14 operators in each circle!!

3.9.3: CHALLENGES AHEAD:



Year-Ended	2006	2007	2008	2009	2010	2011	2012
December							
Mobile Subs	149	235	330	430	525	633	741

Even at 750 mln, mobile penetration only about 64% !