

Tata Indicom records CAGR of 113%

Tata Indicom adds 9.2 lakh mobile subscribers in March'08; crosses 24-million Mobile subscriber mark

Mumbai, Maharashtra, IND, 2008-04-28 19:12:05 (IndiaPRwire.com)

Setting a new record in the telecom sector, Tata Indicom, India's youngest and fastest-growing pan-India wireless mobile telecom service provider, announced that it has added 9.2 lakh mobile subscribers in March 2008 - highest additions by the company; standing with **24.3 million mobile subscriber base. Currently, with a 9.46% market share for the month**, Tata Indicom has achieved substantial market share in key telecom markets such as Delhi, Kolkata, Rajasthan, Orissa and Bihar.

Tata Teleservices Ltd (TTSL) continues to register the highest Compounded Annual Growth Rate (CAGR) at 113% **adding over 9.2 lakh mobile subscribers in March 2008** as compared to 8.6 lakh mobile users in February 2008. This is the sixth consecutive month for Tata Indicom when it maintained its 9% + market share.

Commenting on the landmark achievement, **Mr. Anil Sardana, MD & CEO, Tata Teleservices** said, 'The growth rate maintained by Tata Teleservices is remarkable reflecting the trust and confidence enjoyed by Tata Teleservices nationally. In the shortest span of 4 years, we have been able to achieve this significant position through our focused customer offerings and by winning customer loyalty. Having achieved so much in so little time gives us renewed energy and encouragement to strive further in achieving more such landmarks.'

'Despite many initial constraints, Tata Indicom continued to surpass industry growth rates and has consistently introduced path-breaking offerings. This remarkable achievement bears testimony to the never-failing spirit of all TTSL employees, management, our channel partners and customers. We look forward to an exponential growth plan entering into new geographies and new technology space. We are confident of maintaining this growth momentum in future as well in line with growth so far', **he added.**

Tata Indicom strives to not only add value to their offerings but also combine it with seamless technology. To achieve the same, the company has been continuously enhancing their portfolio of products and services along with introducing new technology to ensure customer satisfaction. The company has to its credit the introduction of several attractive bundled offers and innovative tariff plans, well ahead of the rest of the industry. This is of significance, considering that GSM operators are now emulating the trend that was set by CDMA players.

Other key initiatives which contributed to this fast pace growth include the introduction of a wide range of handsets targeted at a variegated cross-section of customers, extensive expansion in touch points through an enhanced retail presence, and the launch of a new brand campaign highlighting the many strengths of TTSL's next-generation and robust network.

- END -

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 5,000 towns across 19 circles i.e. Andhra Pradesh, 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 RoWB. Tata Indicom brand has a customer base of over 25 million.

For more information, Please contact:

Johnny Gomes

Senior Account Executive - Vaishnavi Corporate Communications
66568787