

Catch on the IPL fever with Tata Indicom

Get IPL history, score updates, IPL anthem and much more on your Tata Indicom phone

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Adding to the growing excitement for Indian Premier League (IPL), Tata Indicom, the fastest growing telecom service provider, has launched a range of value added services including **Know your IPL, IPL Scores, IPL Anthem, IPL Subscription fever, IPL Dhamaka on SMS and IPL Play and Win** for the customers. The service not only provides Indian cricket fans information, and match updates for the Indian Premier League; it also gives them a chance to win prizes by taking part in various contests. The service is available on all Tata Indicom numbers (whether mobile or landline) through SMS or Dial 12900 services.

Speaking on the announcement of the services, Mr. Shashank Pore, General Manager, Tata Teleservices (Maharashtra) Limited said, 'The BCCI launched the Indian Premier League (IPL) on the lines of football's English Premier League and the National Basketball League (NBA) of the US. And since then the growing craze for IPL is not unknown to any of us. Adding to the same fervor, Tata Indicom has launched a host of interesting value added services providing information about IPL to update the customers. It is an easily accessible reservoir of information related to IPL that is available at all times. The subscribers also stand a chance to win exciting prizes, including official IPL merchandise, by participating in IPL Dhamaka and IPL Play and Win'

'Tata Indicom yet again carries the tradition of introducing innovative services for the customers. We have always encouraged the usage of Value Added Services (VAS) by constantly providing innovative schemes and offers for our customers. The wide portfolio of Value Added Services caters to the interest of every segment, be it the youth, a housewife, working professionals or the business class. TTSL consistently aims at enhancing communication experience for its customers, each time as we move towards new steps in evolution of telecom services and offerings', **he added.**

The mobile telephony market is showing a lot of promise, where Value Added Services is increasingly a growth area. There is an increased transformation of business models with an aggressive focus on value added services. It is attracting wireless operators, handset manufacturers, content developers, music and film companies, cartoon artists, game makers and musicians for ring tones, music, gaming, sports, mobile imagery, WAP, wall papers, logos, SMS based contests and streaming audio and video.

The IPL Offerings are -Know your IPL - A zone to know everything and anything about the Indian premier league. Get all the team information, match schedules, player profiles, team information and owner's profiles. Also hear the IPL anthems of the teams. So come sample the action only on 12900. Call charges Rs. 6 per minute.**IPL Scores** - SMS CRI to 58282 or dial 12900 for Cricket scores. Chg: Rs.3/SMS or Rs. 6/min. Also check out: get scores/ details/ news/ anthems and more only on Tata Zone.**IPL Anthem** - Get your phone ringing to the cricketing action. SMS WT28759 to 12800 to set the official IPL tune as your welcome tune for your callers for free. Chg: Rs. 3/SMS. Subscription: Rs. 30/ month.**IPL Subscription fever** - IPL Dhamaka: Stay upto date with the latest action on and off the IPL pitches. Get score updates, trivia about the players along with Match schedules and more. Subscribe to the IPL Dhamaka pack. Just dial 12921 to get started. Charge: Rs. 49/month**IPL Dhamaka on SMS** - Subscribe to cricket IPL alerts on SMS and win an assured

prize for a free subscription for a month. Win daily prizes Watches, weekly prizes of mobile phones and Ipad and a grand prize of IPL merchandise. SMS SUB CRI to 582820. Chg: Rs. 30/30 days. **IPL Play & Win** - Tata Indicom Voice station brings you an exciting new contest. Play this question and answer contest and score like a cricket match. Score your sixes and fours and score the maximum. The highest scores will win passes to IPL matches every week. Call 12900 and play the IPL Dhamaka contest. Call charges Rs. 6 per minute.

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About Tata Teleservices (Maharashtra) Limited:

Tata Teleservices (Maharashtra) Limited is India's premier telecommunication service provider licensed to provide telecommunication services in Maharashtra (including Mumbai) and Goa. The company presently offers telephony and ISP services in the cities of Mumbai and Navi Mumbai, Pune, Nagpur, Nashik, Aurangabad, Kolhapur, Panaji, Sangli, Thane, Ahmednagar and other cities, towns and villages of Maharashtra and Goa. It focuses on all market segments, i.e. commercial, residential and Public telephony. Tata Teleservices (Maharashtra) launched Tata Indicom Mobile services in 2003. Tata Teleservices (Maharashtra) Limited has over 5 million customers in Maharashtra and Goa. These include reputed corporates, SMEs and residential customers.

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