

BPL Mobile launches Mumbai search @cafe

Now search for anything and everything in Mumbai from a laundry to a carpenter to a vada pav joint and more, from your BPL Mobile phone.

Mumbai, Maharashtra, November 11, 2008 /[India PRwire](#)/ -- BPL Mobile, Mumbai's leading mobile service provider, launches 'Mumbai Search @cafe', a quick reply to all your local searches. From a hangout joint in Malad, to tattoo parlours in Bandra, to seafood restaurants in Fort, Mumbai Search @cafe brings an end to your local search, in the most quick, easy and efficient way.

An instant, simple and user-friendly service, 'Mumbai Search @cafe', empowers you to find whatever it is that you are looking for in Mumbai. Mumbai, the city on a constant run, is a place for those who strive to pursue their dreams, of those who love challenges and do not cease to meet them. Enabling these eager aspirants to explore everything the city has to offer and urging them to make the most of it, BPL Mobile joins its subscribers in their day-to-day hunt with 'Mumbai Search @cafe'. Though fashioned exclusively for Mumbai, Mumbai Search @cafe does not limit itself to the city alone; its usefulness extends to the conventional access to the World Wide Web by laptops and computers as well.

While other accomplished internet-based search engines would navigate you to all you wanted to know about anything and everything across the globe, Mumbai Local Search is the service that subscribers will turn to when they are in a fix regarding the minute day-to-day things in the city that they tend to overlook, like the nearest grocery store in their area, Mumbai Search @cafe is the service you would turn to. For someone who comes all the way from Mira Road to Colaba for an interview and ends up with a soiled jacket, finding the nearest laundry is now just a Call/SMS away.

Mr Sunzay Passari, VP VAS and Devices, quoted " *With the Mumbai search @ cafe service, a Mumbaikar can now get any local search information on her mobile. This initiative is in line with our overall commitment to deliver relevant & exciting services to make the lives of our subscribers more fulfilling & enjoyable*"

From the basic necessities to luxuries, from excellent education facilities to abundant leisure activities, from a hectic day-life to an equally lively night-life there is no limit to what Mumbaikars can explore in the city; Mumbai Search @cafe is just a way to string all that the city has to offer and provide customers a platform where they can reach or find what they are looking for on their mobile phones.

How the service works:

Call *111# to begin the 'Mumbai Search'.

A menu flashes on the mobile phone screen.

Simply key in '1' for 'Mumbai Search'.

Enter keywords of what you are looking for in the search tab, with a prefix '1'

Eg. 1 Carpenter in Colaba

An instant SMS in return puts an end to your search.

The service is applicable on a USSD as well as the SMS platform, it's as simple as calling *111# from your BPL Mobile phone, when a menu flashes on the phone screen. The user just needs to press 1, and then key in his query, (Rs 3/response, applicable). Users can also SMS his query directly to 54000, (Rs 3/SMS).

Notes to Editor

About BPL Mobile

Having started its services in 1995, BPL Mobile distinguishes itself as the longest serving telecom brand in the country, currently operates in Mumbai, India and today serves over 1 million happy and satisfied subscribers. In the Voice and Data Mobile User Satisfaction Survey 2007, which assessed Cellular Mobile Services across all GSM and CDMA service providers, BPL Mobile emerged as the cellular service provider in Mumbai delivering the highest customer satisfaction. BPL Mobile is one of the very few cellular service providers nationally to have met all benchmarks on parameters set by TRAI and we stand alongside only two other operators across the country who surpassed the stiff 90% qualifying benchmark by TRAI. Being in the service industry and customer centricity being at the core, BPL Mobile also ranked #1 in Customer care. Since 2005 we have consistently excelled and led the pack for three years running, going to prove how well we understand customer service. We have consistently met and exceeded TRAI benchmarks according to the Report on the Indian Telecom Services Performance Indicators, 2007. BPL Mobile also credits itself as the first operator in the country to offer GPRS/MMS, Caller Ring Tunes and also launch IN (Intelligent Network).

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