

Aircel Pan-India Network Expansion Powered by Telcordia

Aircel Selects Telcordia Real-Time Charging to Deliver Highly Scalable, Highly Reliable, Cost-Effective Solution to Attract, Retain Subscribers

June 2, 2009 /[India PRwire](#)/ -- Aircel, one of the fastest growing GSM mobile operators in India, is well positioned to capture additional market share with the successful implementation of the Telcordia(R) Real-Time Charging solution. Telcordia, the global leader in the development of mobile, broadband, fixed and cable communications software and services, successfully deployed the solution in just five months, effectively powering Aircel's Pan-India network rollout and supporting the introduction of interactive, real-time services and tariff plans.

Aircel, part of Maxis Communications Berhad, Malaysia, awarded Telcordia a five-year, multi-million dollar contract for Telcordia Real-Time Charging, a flexible charging and policy control solution for their mobile prepaid subscribers. Telcordia also drew on its 25 years of telecom consulting expertise to manage the integration of the solution into the Aircel network, and worked with in-country partners on implementation.

"We selected Telcordia's leading edge solution because it provides us with the reliability and scalability we need to support our business strategy of delivering service innovation to millions of subscribers," said Mr. Gurdeep Singh, COO, Aircel Cellular Ltd.

Mr. Singh further added, "Telcordia implemented the entire solution in record time. The prepaid solution is flexible and vendor agnostic, which means that we are able to easily and quickly implement new service offers, which will attract more customers and build our market share. This solution is core to our strategic vision of being a communications pioneer in the delivery of mobile voice and data services in the Indian market."

India is experiencing an unprecedented rate of subscriber growth and the challenge for Communications Service Providers (CSPs) is to attract new subscribers, keep existing ones and increase service use to boost revenue. As such, there is a greater need for CSPs to differentiate their service offerings by providing relevant, interactive and personalized services. Telcordia Real-Time Charging makes it easy to create and deploy customer-specific rules for rating, discounting, promotions, and settlements, enabling Aircel to differentiate their service offerings and personalize the experience for customers.

"In the hyper growth and hyper competitive market in India, time-to-market for new services is critical," said Mr. Anuj Kapur, Country Head, Service Delivery Solutions, Telcordia. "Aircel is now well positioned to secure high-value subscribers, grow their business and drive revenue through the delivery of new content and services."

Telcordia Real-Time Charging is part of the Telcordia Service Delivery Suite, which offers the key enabling elements of personal, interactive services -- real-time charging, policy control and rapid service creation. This service delivery based solution is emerging as a market leader for next generation prepaid services in high growth and highly competitive markets.

The Telcordia next generation prepay solution combines the strengths of advanced service creation with real-time charging, running on a multi-service telecom application server with an in-built, large scale, in-memory subscriber database. The solution is built on IBM BladeCenter and Telesoft Technologies OKEFORD media platform technology.

For more information about Telcordia please visit www.telcordia.com.

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Notes to Editor

About Aircel

Aircel, a part of Maxis Communications Berhad, Malaysia, is India's fifth largest GSM mobile service provider with a

subscriber base of over 20 million and is the fastest growing mobile operator in the country. It is the market leader in Tamil Nadu, Assam, North-East and Chennai. Aircel is now present in 17 Telecom Circles (Mumbai, Uttar Pradesh East, Uttar Pradesh West, Delhi, Andhra Pradesh, Karnataka, Kerala, Kolkata, Assam, Bihar, Chennai, Himachal Pradesh, Jammu and Kashmir, North-East, Orissa, Tamil Nadu and West Bengal) and with spectrum secured for all the remaining circles (a total of 23 circles in India), the company is on track to become a leading Pan-India Operator. For more information, please log on to www.aircel.com

About Telcordia

Telcordia Technologies, Inc. is a leading global provider of telecommunications network software and services for IP, wireline, wireless, and cable. As the industry continuously evolves, Telcordia has the experience and reach to deliver the critical elements of success to help communication providers worldwide deploy innovative and profitable new services via any network or device while helping carriers aggressively reduce costs and grow revenues. Telcordia is headquartered in Piscataway, N.J., with offices throughout North America, Europe, Asia, Central and Latin America. (www.telcordia.com)

For more information on Telcordia's products and solutions listen to the latest podcasts at <http://www.telcordia.com/podcasts/index.html>.

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