

## TATA DOCOMO Sponsors Mumbai's Twitter Festival

*Festival promises to bring together people who share a common passion for building a better world*

Mumbai, Maharashtra, September 10, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- Tata Teleservices (Maharashtra) Limited's (TTML's) GSM mobile service, TATA DOCOMO, is the Chief Sponsor of the Mumbai Twestival (Twitter + Festival) 2009. A Twestival or Twitter-Festival is a global series of events organized by volunteers around the world under short timescales, which bring people offline for a great cause. Though global Twestivals, which raise money for a common global charity organization, have happened before, this is the first time that the local Twestival is happening in India. Tata DOCOMO has lent its support for the Mumbai chapter of the festival.

**Mumbai Twestival** is an event where tweeps (people who tweet) from Mumbai and around can get together to celebrate the festival and support a local charity organization which is selected by the tweeples. The noble cause for which the Mumbai Twestival is held is: '**H elp a Child**', where the tweeples will aim to provide scholarships to meritorious students who cannot afford the increasing cost of education. The aim is to provide the charity a platform on Twitter to spread awareness and raise funds for the cause.

**Speaking on TATA DOCOMO's association with the twestival, Mr. Abdul Khan**, Head-Tata DOCOMO Marketing and Advisor to MD, **Tata Teleservices (Maharashtra) Limited** said, "We are delighted to be associated with the Mumbai Twestival. We are sure that the Twestival will be a unique experience for Mumbaikars. It is the nouveau way of communicating, a bit like Brand TATA DOCOMO which was launched with an emphasis on the doer attitude and the association with the 'Twestival with a cause' is a manifestation of the same."

The twestival will be held on **11th Sep 2009 at Café Goa in Bandra from 7pm onwards.**

### Notes to Editor

#### **About Tata Teleservices (Maharashtra) Limited:**

Tata Teleservices (Maharashtra) Limited (TTML) is a fully integrated, premier telecommunication service provider licensed to provide telecommunication services in Maharashtra (including Mumbai) and Goa. TTML has wireless operations on both CDMA (Tata Indicom) and GSM (Tata DoCoMo) platforms. It focuses on all market segments, i.e. commercial, residential and public telephony. Tata Teleservices (Maharashtra) Limited has over 8 million customers in Maharashtra and Goa. These include reputed corporates, SMEs and residential customers. The Company was recently rated the No. 1 wireless operator in terms of overall customer satisfaction across Maharashtra (including Mumbai) and Goa, in surveys commissioned by the Telecom Regulatory Authority of India (TRAI). The company is listed on the Bombay Stock Exchange (BSE) (Scrip code-532371) and the National Stock Exchange (NSE) (Scrip symbol – TTML).

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