

Airtel Slashes MMS Tariffs to Re. 1 for its Delhi & NCR Customers

Now stay in touch using rich multimedia content at special reduced rates

Gurgaon, _Haryana_, November 5, 2009 /[India PRwire](#)/ --

Bharti Airtel, Asia's leading integrated telecom services provider, today announced a major reduction in Multi Media Messaging (MMS) charges, for its prepaid as well as postpaid customers in Delhi & NCR. The company has slashed tariffs from Rs. 5 to Re. 1 per MMS thus offering its customers an opportunity to avail MMS services at never before rates. This limited period offer presents a unique value for money proposition to Airtel customers to experience MMS services and communicate using rich multimedia content like Pictures, Images and Videos through an SMS.

"As an industry leader, Airtel has always led the market in ushering affordability and convenience for its customers. With this initiative, our customers can now send Photos, Pictures, Images & Visual greetings to others only at Re.1 per MMS said **Mr. Shashi Arora, CEO - Bharti Airtel Limited, (Mobile Services), Delhi & NCR**

Notes to Editor

About Bharti Airtel Limited

Bharti Airtel Limited, a group company of Bharti Enterprises, is among Asia's leading integrated telecom services providers with operations in India and Sri Lanka. The company has an aggregate of over 113.4 million customers as of end September 2009, including 110.51 million mobile customers. Bharti Airtel has been ranked among the six best performing technology companies in the world by Business Week.

Bharti Airtel is structured as four strategic business units - Mobile, Telemedia, Enterprise and Digital TV. The mobile business offers services in India and Sri Lanka. The Telemedia business provides broadband, IPTV and telephone services in 95 Indian cities. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to carriers. The Digital TV business provides Direct-to-Home TV services across India. All these services are provided under the Airtel brand. Airtel's national high-speed optic fibre network currently spans over 113,326 Rkms covering all the major cities in India. The company has two international landing stations in Chennai and Mumbai, that connect two submarine cable systems - i2i to Singapore and SEA-ME-WE-4 to Europe. For more information, visit www.airtel.in

For more information, please contact:

Satyajit Borah
Sr. AE
(M) 9899392940

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.