



PRESS RELEASE

PRIVATE MOBILE OPERATORS KICK OFF “RURAL CHALO” CAMPAIGN

NEW DELHI, April 21, 2008...All the private mobile service providers have come together on a common platform to announce a unique initiative to give a special thrust to rural telephony in order to help achieve the key objective of the Government to reach the benefits of mobile telephony to rural India.

The program has been developed under the aegis of COAI and AUSPI, the industry associations for GSM and CDMA mobile service providers respectively and all the member operators of these associations will be participating in the program.

Speaking about the program, Mr. S C Khanna, Secretary General, AUSPI said that it had been decided that, with effect from May 1, 2008, the mobile service providers would give each new rural subscriber an up-front discount of Rs. 50 on the tariff package and further an amount of Rs 75 would be passed on as free talk time/ usage in two or three installments spread over 6 to 9 months.

Mr. T. V. Ramachandran, Director General, COAI said that it was expected that this benefit of Rs 125 which is being offered to new rural subscribers would strongly incentivise both the take-up as well as the usage of mobile service in rural areas and thus help meet the rural telephony objectives of the Government.

Mr. T V Ramachandran added that the “Rural Chalo” program was yet another demonstration of the continuing commitment of the mobile operators to give their consumers, especially those in the rural areas, world class services at the most affordable tariffs.

Mr. Khanna also stated that rigorous subscriber verification processes would continue to be carried out, not only to comply with the applicable guidelines and regulations but also in order to ensure that the benefit of the program flow to the genuine rural subscribers.

In the first phase, the program is expected to cover 50 millions new rural subscriber acquisitions.
