



Press Release

Telecom industry to leverage social media to connect with masses



COAI plans to use social media platforms – Facebook, Twitter and Youtube – to communicate with the mobile users across the country

New Delhi, July 7, 2014: COAI, the apex body of cellular service providers and telecom equipment manufacturers, has launched its Facebook page as part of its plans to leverage social media platforms. With this, the telecom body plans to reinforce its communication channels with the users of mobile telephony services in India. With its prior presence on Youtube and Twitter, COAI's social media presence is complete with the launch of its Facebook page. The platforms will help the industry body engage with the 900-million Indian mobile users on topics of technological advancements, health and scientific facts, expert views and other industry topics and issues.

Says **Mr. Rajan S Mathews, Director General, COAI**: “As an industry body, we have been communicating with multiple stakeholders of the telecom industry including the general public on multiple platforms. However, we felt that we needed to widen our reach to those who are oblivious of the science and safety regime behind telecommunications technology. Social media is a powerful medium to communicate with these of the public, most of whom are the youth, and we plan to use these medium on an ongoing basis.”

The social media campaign will be wider in reach and is aimed to serve as an ongoing channel of communication with the users of mobile services looking for factual information.

India, like the rest of the world community, has recognized that mobile telecommunications contributes significantly to speedy socio-economic development. However, myths regarding health issues due to EMF from antennae on mobile towers and mobile handsets have gained ground of late while the country is making rapid progress in the field of telecom services. Taking cognizance of the issue that has far-reaching economic implications, the Government of India has implemented stringent safety norms for the industry on EMF. This is based on the best scientific evidence and studies reviewed by the World Health Organisation and ICNIRP (International Commission on Non-ionizing Radiation Protection), which are the credible internationally recognised bodies for setting safety norms for EMF from the antennae on mobile towers and from handsets.

Links to the COAI's Social Media pages:

Facebook: <https://www.facebook.com/ConnectCOAI>

Twitter Handle: @ConnectCOAI

Youtube: <http://www.youtube.com/user/coaialbum>

Linked-in: <https://www.linkedin.com/company/cellular-operators-association-of-india---coai>

About COAI

COAI was constituted in 1995 as a registered, non-governmental society. COAI's vision is to establish India as the global leader of innovative mobile communications infrastructure, products and services and achieving a national teledensity of 100%, including broadband. The association is also dedicated to the advancement of modern communication and towards delivering the benefits of innovative and affordable mobile communication services to the people of India.

www.coai.in

For further information please contact:

Arif Malik, Metigon: +91-9833934002/ Ajay Jasra, Metigon: