



September 13, 2007

## Tata Indicom presents mobile internet 'Like Never Before'... In association with Samsung on the new 'Explore' Handset

---

*India's 1st Web browser optimized to display all websites on Explore - a slim and sleek Handset with Multimedia, FM & Customized-for-India Applications. Read, Surf, Browse, e-Mail Friends and much more; Internet access speeds with CDMA, up to 3-4 times faster than GPRS; Full access to all Internet sites; Web browser that's easy to download from TATA Zone; Sleek phone with camera, MP3, FM, Expandable Memory, Unique Apps & TFT display; Based on Qualcomm Single Chip™ (QSC™) platform*

Tata Teleservices, India's fastest-growing telecom service provider, today unveiled the country's first Mobile Web Browser, fully optimized for mobile Internet, in association with Samsung Telecommunications India on 'Samsung Explore' — a sleek feature-rich handset priced at only Rs 5,499/-. This new-age browser is designed to provide mobile users a true Web experience at speed 3-4 times faster than GPRS, with access to all websites—and all this on a stylish multimedia device from Samsung, at a very affordable price.

*"This innovation is an important step in extending the power of the Internet on to Mobile Devices, making it accessible to the large and growing mass of mobile users. With our new mobile web browser, Tata Indicom customers can get a rich and full Internet experience—on handsets that are very affordable,"* said Mr. Sanjeev Khera, COO-AP Circle, Tata Teleservices Limited. *"The new capabilities of the Mobile Browser with the faster access of CDMA, provides a quick and full experience, unlike any other that we have seen till now,"* he added.

Tata Indicom's web browser is first being introduced on the 'Samsung Explore' handset. Mobile Internet comes at easy prices—ranging from Rs 10 per day to Rs 99 for a month, with unlimited Internet access.

*"This efficient mobile browser further reiterates our commitment to bring in latest innovations and leverage the power of CDMA for our customers—across a choice of handsets. The Internet provides a rich opportunity to explore, learn and grow and we will continue to introduce innovative products that maximize customer value,"* Mr. Khera added.

Samsung Explore comes with a 'Go Active' connection that offers incoming facility for a year and free 1,000-minutes Tata-to-Tata calling at no extra cost. Additionally, Tata Indicom customers also have the option to select their own tariff plan from various consumer-friendly and attractive tariff options.

The QSC family of solutions enables smaller, sleeker, more power-efficient devices for mass markets by featuring industry-leading levels of integration. The QSC family has now been expanded to support CDMA2000 1xEV-DO, EV-DO Rev. A, Assisted-GPS etc, so even mainstream handsets can offer mobile broadband data, sophisticated location services and more. QSC solutions enable cost-competitive devices with in-demand features such as polyphonic ringtones, wallpapers, games, MP3 player and digital camera. All leading CDMA device manufacturers have brought QSC solutions to the Indian market.

The Tata Indicom Mobile Web Browser, powered by Novarra Inc, can be easily downloaded on BREW® enabled handsets. The Mobile Web browser allows users to access rich portals, and get full Web access on their mobile phones in a user-friendly way. Users can also access rich text and images Web-based mails, and search for all sites like news, sports, entertainment etc. They can even do their blogging, network on friendship sites and enter forms for travel, e commerce, jobs and more.

### **About Mobile Web Browsers**

A micro browser or mobile browser is a web browser designed for use on mobile phone. Micro browsers are optimized so as to display Internet content most effectively for small screens on portable devices. They work with small application files that enable a bandwidth efficient and fast delivery on wireless handheld devices.

#### **Some of the important benefits of the Mobile browser are:**

- § It provides personal connectivity on the move
- § A default landing page with, short cuts to popular sites
- § Easy navigation to open sites, search engines & emailing options
- § Access to virtually all the links as they are displayed on the computer
- § Maintains history of the recently visited sites for quick access
- § Customizable screens for better viewing (zoom in/out)

§ Image on/off control to enable rapid opening of sites

§ Delightful better user experience, as compared to WAP browsers

Easy price plans provide for Unlimited Internet Access over a day, a week or a month.

What's more, every customer gets a 7-day trial offer of free unlimited Internet access – at No Cost.

**- End -**

**About Tata Teleservices Ltd:**

Tata Teleservices is one of India's leading private telecom service providers. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest CDMA 3G1X technology for its wireless network. Tata Teleservices operates in more than 3400 towns across 20 circles i.e. Andhra Pradesh, Chennai, Gujarat, Karnataka, New Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kolkata, Kerala, Madhya Pradesh and West Bengal. The company has a customer base of over 19 million.

**About Samsung Telecommunications India Pvt Ltd:**

Samsung Telecommunications India – a 100% subsidiary of Samsung Electronics Co., is a dominant mobile player in the Indian market. As the part of its global strategy to cater to the world's largest emerging telecom market, Samsung had set up mobile phone manufacturing unit at Manesar, Haryana. Being fully automated and highly sophisticated, this manufacturing unit currently has the capacity of 1.5 million

###

Qualcomm and BREW are registered trademarks of Qualcomm Incorporated.

Qualcomm Single-Chip, QSC, and QSC 6020 are trademarks of Qualcomm Incorporated.