

## Press Clipping

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# Reliance Communications launches GSM mobile services in Delhi

### Drops cost of lifetime pre-paid card by 50%

#### Our Bureau

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Reliance Communications has announced the launch of its GSM-based cellular services in Delhi and has dropped the entry cost of a lifetime pre-paid card to Rs 49. Delhi has 4 GSM operators and the lowest lifetime card available in the market at present is priced at Rs 99.

Delhi already has 12.4 million mobile users and is not the fastest growing market any more in terms of new subscribers. Therefore, RCom would be hoping to churn subscribers on the existing network. Speaking to *Business Line*, Mr C.S. Rana, Regional Head of Delhi, Ha-

ryana and Rajasthan Circles for RCom, said that the company will be offering a combination of superior network quality and value on tariff plans to attract customers.

RCom has 1,800 base stations across the State and plans to keep adding on it. "The Reliance Mobile GSM entails offering a unique value proposition fine-tuned as per the needs of every segment of GSM customers in the country. The Customer Experience Programme, Reliance Mobile GSM's first offering, is in line with Reliance Communications' Philosophy of making world-class telephony services accessible and affor-

#### Expanding reach

**To start** with, RCom is targeting low-end users. **Hopes to** bring in subscribers from existing networks. **Plans to** launch post-paid plans over next few weeks.

dable to the masses," Mr Rana said.

The plan launched in Delhi offers 450 minutes of talk time on local calls and SMS to any network that can be accrued by Reliance Mobile GSM customers in daily tranches of Rs 5 spread over 90 days.

In addition, customers

choosing the Customer Experience Programme can make unlimited calls between 11 p.m. and 6 a.m. to any of the 3 million Reliance CDMA subscribers in Delhi & NCR by taking the night pack for Rs 15.

"In a short span of 11 months, Reliance Mobile has created a GSM network in Delhi whose coverage and capabilities are superior to GSM networks that have been in existence for 15 years. Over 16 million GSM customers in Delhi can now avail of state-of-the-art, next-generation, EDGE ready Reliance Mobile GSM Network – the only network that offers digital voice clar-

ity and up to 50 per cent cost savings for the cost-conscious mobile user segment," he added.

#### TARGET USERS

To start with, RCom is targeting the low-end users with its lifetime pre-paid card. The sub-Rs 150 segment comprises of the largest and fastest growing population of mobile customers in the country.

The company is planning to launch post-paid plans over the next few weeks. Reliance Mobile GSM Services are available across 15,000 retail outlets across Delhi along with more than 160 plus Reliance Stores.