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Reliance drops SMS rates to 15 paise

GUWAHATI, April 16: Reliance Telecom Limited, a subsidiary of India's largest Integrated Telecom Service Provider, Reliance Communications, in a significant move has announced dropping SMS rates to 15 paise per local SMS to any mobile network. The most affordable SMS tariff launched by Reliance would be available to Reliance GSM

subscribers in Asom and the northeastern States on using the "Sampark" SMS pack. Using the Sampark SMS pack, available for Rs. 15, customers can send 100 local SMS.

"It has been our constant endeavour to offer the best mobile service at most competitive tariffs to Reliance customers", said CR Deka, Circle Head, Asom and North-east, Reliance Telecom Limited. "Like for Voice Unlimited Product, Reliance Customers can now avail of the most affordable rates for sending local SMS at 15 paise which by far is the best SMS tariff available on any GSM network in the country", he added.

The Sampark SMS pack is in line with a series of initiatives to offer specific packages for various customer segments with diverse mobile usage patterns. A Reliance GSM customer using the Sampark pack can save as much as 85 per cent for sending local SMS as compared to competing offerings in the market.