



PRESS RELEASE

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Irfan and Yousuf Pathan launch Virtual Talent Hunt Contest on Tata Indicom Island

First-time ever: Indian Real-World Celebrities in Second Life

- Only Indian telecom operator to have presence in the Virtual World
- Exclusive partnership with Indusgeeks to kick off unique Talent Hunt

Mumbai, 20 January 2009: Tata Teleservices Limited, the country's youngest and fastest-growing pan-India telecom service provider, today announced the extension of its hugely-successful *Suno Dil Ki Awaaz* brand campaign into the Virtual World, by becoming the **first Indian telecom operator to enter the popular Second Life community**. This unique marketing initiative is being kicked off with an interactive 'Virtual Competition', which combines two hot trends of the day—Virtual Worlds and Talent Hunts.

To top it all, the contest was launched in a unique manner—by the 'Virtual *Avatars*' of Tata Indicom brand ambassadors Irfan and Yousuf Pathan, on Second Life.

TTSL's unique global outreach initiative has been made possible by a partnership between the company and Indusgeeks Solutions Private Limited, India's first and the largest Virtual World Development and Services firm based in Mumbai, with partners in London, Milan and Dubai.

The 'Follow Your Heart' Talent Hunt is a platform for amateurs (artists, musicians, photographers, etc.) to showcase their talent at the Tata Indicom Island in Second Life from January to March 2009. Participants can upload music, photographs and artwork on the website and experience them in a showcase on the Tata Indicom Island where people can vote.

"With the exciting Second Life initiative, we continue with our tradition of launching many industry-firsts," Tata Teleservices Limited's Vice-President (Marketing) Abdul Khan said. "The digital world is evolving at a fantastic pace—cutting across geographical and cultural barriers—and we firmly believe that the Virtual World has a huge outreach potential for businesses. As a company at the cutting edge of technology, TTSL always scouts for relevant

and innovative technologies and opportunities. We feel our association with Second Life will redefine the concept of outreach and take digital interactivity to the next level—for this will allow Tata Indicom to engage with the growing digital audience in a manner that is relevant to them.”

This initiative adds many new firsts for Tata Teleservices Limited—Tata Indicom is now the first Indian telecom brand to have a mass media campaign of this scale in the Virtual World, the first Indian telecom brand in Second Life, and the first to offer a Virtual Talent Hunt which will allow people from anywhere on the globe to participate. To top it all, Tata Indicom’s brand ambassadors will also be present in their virtual *avatars*, engaging with visitors in a highly interactive forum—yet another industry first.

“We are thrilled to partner with Tata Teleservices and create a benchmark initiative,” Mr Siddharth Banerjee, Chief Executive Officer of Indusgeeks Solutions Pvt Ltd, said. “Tata Teleservices has demonstrated true thought leadership in the domain of digital marketing by using this interactive, immersive 3D medium to convey their brand story. Indusgeeks is glad to be partnering Tata Indicom in this first initiative of its kind in the Indian context,” he added.

“It is a great feeling to watch *myself* and Yousuf**hai** interacting with media friends on the Tata Indicom island in Second Life. It has been a thrilling experience and I am sure it’s going to be as exciting for anyone who visits the site and experiences the brand first-hand,” Irfan Pathan said. “I wonder how long it is going to be before I can play cricket on the Tata Indicom island—though I must say I had fun kicking the football around and beating Siddharth’s team! We are glad Tata Indicom is providing people an opportunity to showcase their talents and bring out the creative in them,” he added.

The Second Life initiative will see Tata Indicom create and own its own ‘island’ in the Virtual World. Users can ‘visit’ this island, participate in the talent hunt, get a deeper understanding of the company’s vast repertoire of products and offerings, ‘feel’ and enjoy the ‘softer properties’ on the island like games, songs and other interactive programs—all in all, get a true feel of Brand Tata Indicom. To learn more and experience Second Life, you can access contest information and details on how to participate by visiting www.tataindicom.com/sl.

About Tata Teleservices Limited:

Tata Teleservices Limited is one of India’s leading private telecom service providers, having a pan-India presence. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest technology platform(s) for its wireless network. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 7,500 towns across all of the country’s 22 telecom Circles. In November 2008, Tata Teleservices entered into an agreement with Japanese telecom major NTT DOCOMO, as part of which the Japanese company acquired a 26% stake in TTSL for USD 2.7 billion. The transaction marks a key step in the strategic evolution of Tata Teleservices, as it moves towards a pan-India dual network presence. The company also recently announced a unique reverse equity swap strategic agreement between its fully-owned telecom tower subsidiary, Wireless TT Info-Services Limited, and Quippo Telecom Infrastructure Limited—with the combined entity kicking off operations with 18,000 towers, thereby becoming the largest independent entity in this space. Tata Teleservices’ bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and wireline services.

About Indusgeeks Solutions Pvt. Limited:

Indusgeeks is India's first and the largest Virtual Worlds Development and Services Company based in Mumbai with partners in London, Milan and Dubai. In India, Indusgeeks has pioneered the use of 3D immersive spaces on the Internet for Marketing and Branding, Virtual Events, and Education and Training. Indusgeeks' clients include global brands like La Gazzetta dello Sport, CRY, The Brand Union, Satyam Computer Services Ltd.etc. Indusgeeks consults with clients and also provides turnkey virtual worlds services to help them arrive at the right strategies to meet their marketing or training objectives. Currently, Indusgeeks is partnering with Sun Microsystems to create a distance learning platform. The company is also working with other Fortune 100 companies to design virtual solutions to meet their business requirements.

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