

Tata Teleservices, Future Group Launch T24 GSM Mobile Service

Andhra Pradesh is First Telecom Circle to 'Go Live'

- Strategic alliance brings the unique marketing concept of 'Retailer-Telco Partnership' to India—for the first time, ever
- T24 offers innovative and first-of-its-kind value propositions to telecom customers in the country—'Shop More, Talk More' and 'Talk More, Shop More'
- New Brand T24 to have a pan-India presence in Financial Year 2010-11 itself

Hyderabad, 19 June 2010: Tata Teleservices Limited, the country's youngest and fastest-growing pan-India dual-technology telecom operator, and Indian retail giant Future Group today announced the launch of mobile telephony services under the brand name *T24* on the GSM platform. The exciting new service was commercially launched at a press conference jointly addressed by **TTSL Managing Director Anil Sardana** and **Future Group Chief Executive Officer Kishore Biyani** in Hyderabad.

The companies had unveiled Brand *T24* after signing a strategic alliance in February this year.

"This is a unique marketing alliance between a retailer and a telecom operator in India, and offers us direct access to millions of Future Group customers through its widespread retail presence across India," **Mr Anil Sardana** said. "*T24* stands for Talk 24, and was a natural choice of brand-name for us in this unique partnership, one that will provide customers with a dual advantage all 24 hours of the day—'Shop More, Talk More' and 'Talk More, Shop More'. The *T24* mobile telephony service is yet another compelling offering from the House of Tatas, in keeping with Tata Teleservices Limited's stated objective of constantly innovating to redefine the telecom experience in the country," he added.

"Shopping and talking on our mobile phones are among the two favorite activities for all of us in India. With *T24*, we have been able to develop a unique customer value proposition that combines these interests of the aspirational Indian. Customers will get shopping benefits for talking, and talk-time benefits each time they shop," **Mr Kishore Biyani, Group Chief Executive Officer of Future Group**, said. "We believe that with our partners, Tata Teleservices Limited, we have been able to develop a differentiated offering in the crowded telecom space and also increase the loyalty we enjoy among the millions of customers who patronize our stores," he added.

The *T24* tariff plans will reflect the competitive per-second rates being offered for pre-paid customers on Tata Teleservices Limited's GSM network. In addition, customers will be rewarded with free talk-time for every purchase above Rs 500 made at Future Group shopping outlets. For example, a *T24* customer buying products worth Rs 2,501 at Pantaloons or EZone will stand to gain 50 minutes of free talk-time. Also, a customer spending Rs 1,501 in Big Bazaar will gain 90 minutes of free talk-time for every purchase. In keeping with TTSL's constant innovation, plans will keep evolving to offer ever-more attractive options to the customer.

The *T24* mobile telephony service will be sold through Future Group's extensive retail footprint across the country, beginning with Andhra Pradesh. It will be progressively rolled out across the country in the next couple of months, through Future Group's retail networks in over 75 cities and 65 rural destinations. Customers visiting Future Group retail chains like Pantaloons, Big Bazaar, Central, Brand Factory, EZone,

Home Town and Aadhar, among others, will be offered this exclusive mobile connection and tariff plan, wherein they can win free talk-time based on their purchase of at these stores. Every time they spend on buying talk-time, customers will be rewarded with special deals and promotions at the retail outlets. Future Group retail chains attracted over 200 million customer footfalls in 2009.

About Tata Teleservices Limited

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 22 telecom Circles. The company offers integrated telecom solutions to its customers under the brands Tata Indicom, Tata DOCOMO, Virgin Mobile, Tata Photon and Tata Walky - and uses both the CDMA and GSM technology platform(s) for its wireless networks. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 450,000 towns and villages across the country, serving over 70 million subscribers. After its collaboration with Japan's NTT DOCOMO in November 2008, Tata Teleservices has so far launched GSM services under the TATA DOCOMO brand name in 17 telecom Circles, and the remaining part of the country is also expected to be covered shortly. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and Wireline services.

For details, visit www.tatateleservices.com, www.tataindicom.com and www.tatadocomo.com

About Future Group

Future Group, led by its founder and Group CEO, Mr Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, insurance, brand development, retail real estate development, retail media, logistics and information technology. The group's retail businesses operate around 16 million square feet of retail space in 75 cities and towns and 65 rural locations across India. As of June 2010, the group operated, 131 Big Bazaar stores, 172 Food Bazaar stores, 48 Pantaloons Fresh Fashion stores and 12 Central stores. The group's speciality retail formats include, sportswear retailer, Planet Sports, electronics retailer eZone, home improvement chain Home Town and rural retail chain Aadhaar, among others. It also operates popular shopping portal www.futurebazaar.com.

The Group's corporate credo is, 'Rewrite rules, Retain values'.

For further information please email us at: mediarelations@futuregroup.in

Launches New Telecom Brand -T24- on GSM Platform

- Alliance brings unique marketing concept of 'Retailer-Telco Partnership' to India—for the first time, ever
- Offers innovative and first-of-its-kind value propositions to telecom customers in India—'Shop More, Talk More' and 'Talk More, Shop More'
- T24 services rollout to begin shortly, pan-India presence in Year 2010 itself

New Delhi, 12 February 2010: Tata Teleservices Limited, the country's youngest and fastest-growing pan-India dual-technology telecom operator, has entered into a strategic partnership agreement with Indian retail



giant Future Group, to offer mobile telephony services under a new brand name—T24—on the GSM platform. The exciting new brand was unveiled at a press conference jointly addressed by TTSL Managing Director Anil Sardana and Future Group Chief Executive Officer Kishore Biyani.

Tata Teleservices Limited will commence the commercial launch of GSM operations under the brand name T24 shortly, starting with the telecom Circles in South India.

“This is a unique marketing alliance between a retailer and a telecom operator in India, and offers us direct access to millions of Future Group customers through its widespread retail presence across India,” Mr Anil Sardana said. “T24 stands for Talk 24, and is a natural choice of brand-name for us in this unique partnership, one that it will provide customers with a dual advantage all 24 hours of the day—‘Shop More, Talk More’ and ‘Talk More, Shop More’. T24 is yet another compelling offering from the House of Tatas, in keeping with Tata Teleservices Limited’s stated objective of constantly innovating to redefine the telecom experience in the country,” he added.

“I am delighted at this partnership with Tata Teleservices Limited. The T24 service is a unique offering which is innovative yet simple and provides customers a powerful value proposition,” Mr Kishore Biyani, Chief Executive Officer of Future Group, said. “Customers will get shopping benefits for talking, and talk-time benefits each time they shop. This would also reinforce our presence in the consumption space—in keeping with Future Group’s vision of offering a unique shopping experience to our loyal customers, cutting across product and industry categories,” he added.

Under the partnership agreement, Future Group will sell TTSL GSM connections under the T24 brand-name to customers visiting its retail outlets across all formats and locations. This coming together of India’s leading telecom operator and the country’s leading player in the consumption space will offer a unique customer proposition—a talk-time offering, cross-bundled with other consumption categories.

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strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

The group's speciality retail formats sportswear retailer, Planet Sports, electronics retailer eZone, home improvement chain Home Town and rural retail chain Aadhaar, among others. It also operates popular shopping portal www.futurebazaar.com.

Future Capital Holdings, the group's financial arm, operates a consumer finance arm with branches in 150 locations. Other group companies include, Future Generali—the group's insurance venture in partnership with Italy's Generali Group; Future Brands—a brand development and IPR company, Future Supply Chains; providing logistics and distribution solutions to group companies and business partners Future Media; a retail media initiative; and Future Knowledge Services – for information technology and services. Future Group's joint venture partners include, US-based stationery products retailers, Staples and Middle East-based Axiom Communications. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indian-ness.'

The Group's corporate credo is, 'Rewrite rules, Retain values'.

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