

WE ARE ALL EARS - Tata Indicom unveils its New Brand Campaign - 'Suno Dil Ki Awaaz'

Empowering people to listen to their hearts and follow it, builds its campaign and positioning around the Emotional Quotient value

Delhi, 11th September 2008 - Tata Indicom, India's fastest growing mobile service provider with a pan-India presence announced it's newly launched Brand Positioning "***Suno Dil Ki Awaaz***". The new brand communication is focused on Emerging India and 'empowering people to listen to their hearts and follow it. The campaign which spins around the emotional quotient is perfectly crafted to ensure that people believe in the brand – Tata Indicom.

The essence behind this new brand positioning implies that Tata Indicom is not only urging consumers to follow their hearts but is also listening to its customers. After garnering 28 Million customers Tata Indicom has now adapted an emotional approach vs. acquisition approach in its communication. *Suno Dil Ki Awaaz* in its true sense was deduced after having extensive research across various segments, age groups across the nation.

On launching this new campaign, **Mr. Abdul Khan, Head Marketing for Tata Teleservices** said, "Suno Dil Ki Awaaz is a new dimension in the category, a point of differentiator for Tata Indicom that adds an emotional quotient to the brand. Very clearly we are going beyond the generic space of mobile phones to a deeper, emotional connect based on what our customers truly seek and aspire for in their hearts."

Suno Dil Ki Awaaz stands for an emotional added value that creates new market places that empowers dreams of a New India. Very clearly, through the new brand campaign Tata Indicom is assuming a thought leadership position ushering in a new area of direction – **LISTEN**.



The new positioning clearly brings out the message that on the service aspect it gives you more clear reception and sound quality while the emotional benefit is that it encourages you to listen to your inner voice. A follow-up to this ad will be two 20 second TVC's that will carry the budding sprinter's success story forward. She will be seen reaching the city and making it big as an athlete.

The campaign aims to bring a new and positive outlook towards the future with the 'can do and will do' attitude, encouraging everyone to:

- Listen to your emotions,
- Listen to your passion
- Listen to your calling
- Listen to your heart

"We aim at building our brand as 'partners of substance' focused on customers' individual needs as the Company strongly believes and works with the knowledge that each customer is unique with individual needs, Mr. Abdul Khan said."

For the brand it will be a boundaryless engagement to faucet not only the ambitious lot in smaller towns and mini metros but also the urban populace and I believe both in their own way are contributors of Emerging India. Tata Indicom will offer technology for a changing and Emerging India landscape and will be an enabler in the lives of its users, Mr. Khan further added.

About the Ad:

It depicts the story of a small town girl who aspires to be an athlete (a sprinter). While the narration (a female voiceover) gives wings to the girl's thoughts, she wonders when she will be able to break free of narrow mentality and limitations. One sees her get up early in the morning and head for her daily run. She pushes the odds and keeps at her dream, believing that one day it will become a reality, because that's what the voice in her heart tells her

Practice and persistence pay off when one day, she gets a call from her coach (who stays in a big city), telling her that she has been selected for a big championship and should pack her bags. Just as she sits atop a truck, all set to follow her heart, the voiceover concludes, "Tata Indicom. Taaki aap aur aapke sapno ke beech kuch bhi na aa sake. Aur aap sunn sakein apne dil ki awaaz."

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 1X technology for its wireless network. Tata Teleservices along with Tata Teleservices (Maharashtra) Limited operates in more than 6000 towns across 19 circles i.e. Andhra Pradesh, 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 RoWB. Tata Indicom brand has a customer base of over 28 million.

For further information, please contact

Atul Dwivedi/ Purna Khanna/ Parul Bhargava
Vaishnavi Corporate Communications Pvt. Ltd