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RCOM rings in 100 m users

ADAG Firm 2nd Indian Telco To Reach Mark, Now Targets 200 M

TIMES NEWS NETWORK

New Delhi: Reliance Communications (RCOM) has become India's second telecom operator to cross the 100 million mobile subscriber mark. This also makes the company the world's 4th largest single country mobile services operator. The company targets to reach the 200 million subscriber milestone within 1,000 days.

On May, 15 2009, GSM operator and market leader Bharti Airtel had reached the 100 million subscriber milestone to become the 3rd largest single country mobile services operator and sixth largest in-country integrated telecom operator in the world. RCOM launched pan-India operations in 2003, while Airtel told ToI it went pan-India in 2005.

According to the latest Trai data for January-end, Bharti Airtel had 121.71 million subscribers, followed by RCOM at 96.59 million, Vodafone at 94.14 million, BSNL at 65.10

Century Connection

Company	Users
Bharti	121.7
RCOM	100
Vodafone	94.1
BSNL	65.1
Tata	60.3
Idea	59.9

Figures in million

The landmark 100 million mobile customer base makes us the youngest telecom service provider to achieve this milestone in such a short span of time

Anil Ambani |
CHAIRMAN



million, Tata at 60.31 million and Idea at 59.88 million subscribers. This indicates that RCOM added over 3.41 million in the 43-day period till March 15 to breach the 100 million subscriber mark.

In a statement, Anil Ambani, chairman, ADAG said: "The landmark 100 million mobile customer base makes us the youngest telecom operator to achieve this mile-

stone in such a short span of time. Reliance Communications pioneered the mobile revolution in India and since then we have been the frontrunner of telecom innovations in the country. As we take the leap to achieve the 200 million mark, we will lead it from the front with more customer-centric innovations and service approach."

To reach its 200 million sub-

scriber target, RCOM is adopting a multi-pronged customer-focused strategy with the expansion of its GSM network and CDMA mobile broadband network, while focusing on customer-centric innovations and enhancing the overall customer experience.