

Press Clipping

Publication : Business Line
Date : 27/06/2008
Edition : Mumbai
Page No : 5

RCom unveils Motorola's new CDMA handset

Our Bureau

Chennai, June 26

Reliance Communications (RCom) hopes to grow its customer-base much faster this year with the introduction of new offerings and equipment.

RCom, which is the flagship company of the Rs 55,000-crore Reliance Anil Dhirubhai Ambani Group, currently adds 1.1 million a

month to its customer base.

According to Mr V.G. Somasekhar, Hub Head, Tamil Nadu and Kerala Circle, Tamil Nadu, with 39 lakh subscribers, contributes 9-10 per cent of the company's total revenues.

The company today introduced a new CDMA handset from Motorola - W362. Bollywood actor and RCom's brand ambassador Bipasha

Basu unveiled the phone at a press conference here.

Speaking on the occasion, Mr Somasekhar said the handset would meet the demands of those who expect that their mobile device to do more than make a phone call or send a text message. It also "comes at an affordable" Rs 4,199.

The new model features 4X zoom VGA (video graphics

array) camera, 1,000-entry phone book, extendable memory, voice recorder, MP3, FM with recording facility and integrated speakers. It can also be connected with the PC sync via USB for Internet access.

It is also being launched simultaneously in other select cities in the South, and this will be followed by national roll-out, Mr Somasekhar said.