

## Press Clipping

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# RComm rolls out GSM service in Punjab

**States Bureau**  
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The CDMA major Reliance Communications on Monday rolled out its GSM services in Punjab with an aim to cover 460 towns and 11,741 villages in the state.

Arvind Kumar, regional hub head, Reliance Communication for Punjab, Himachal Pradesh and Jammu and Kashmir circles told *FE* on Monday: "Reliance Communication would try to tap over 70% GSM market that was still untapped. There was ample scope for all players as market was set to expand in a big way. Soon, the company would start its service in Jammu and Kashmir."

"Reliance Communication would offer to the subscribers, attractive prices

and value for money, which would enable the company to beat competition".

The company is offering up to 100% savings to sub-Rs 300 ARPU (average revenue per user) mobile customers in Punjab at a one-time subscription charge (including GSM sim) of Rs 25. The plan offers Rs 900 minutes of talk time on local calls and SMS to any network that can be accrued by Reliance Mobile GSM customers in daily trenches of Rs 10 spread over 90 days.

Reliance Communication has more than one million connections in Punjab alone. Sanjeev Garg, CEO, Reliance Communication, Punjab claimed the company has created a GSM network far superior to other GSM networks that exist in Punjab.