

**‘CALL DROPS SE CHHUTKARA’—RELIANCE 4G LTE
REDEFINES VOICE CALLING IN DELHI-NCR**

**FOR JUST Rs 1, OFFERS 300 MINUTES OF RELIANCE 4G LTE
APP-TO-APP TALKING FOR 30 DAYS—IN INDIA AND THE WORLD**

**RELIANCE 4G LTE APP-TO-APP TALKING OFFERS SUPERIOR HD
VOICE QUALITY AND INSTANT CONNECTIVITY TO CUSTOMERS**

**FREEDOM FROM SLOW DATA ACCESS—ULTRA-FAST INTERNET
SPEEDS ON PHONES AND OTHER CONNECTED DEVICES**

New Delhi, 30 August 2016: Reliance Communications, India’s fully-integrated telecom service provider, today offered its customers freedom from call drops by introducing Next-Gen Reliance 4G LTE **APP-TO-APP CALLING**—for calls anywhere in the country and worldwide. With the ‘**Call Drops Se Chhutkara**’ offer, Reliance 4G LTE customers in Delhi-NCR will experience significantly better app-to-app voice calls with high-definition (HD) quality and instant connections. RCOM’s 4G LTE network in the 850-MHz spectrum band—considered worldwide as the most optimal frequency for Next-Gen voice and data services—will provide an unparalleled user experience.

As part of the ‘**Call Drops Se Chhutkara**’ offer, Reliance 4G LTE is offering HD app-to-app calling **at an introductory price of just Rs 1**. With each new Reliance 4G LTE SIM, customers in Delhi-NCR will get an **India-first offer of 300 minutes of app-to-app talking, valid for a period of 30 days—for just Rs 1, at 10 minutes per day for 30 days**. Under this offer, Reliance 4G LTE customers will get a daily data credit of 7 MB into their accounts, which can be utilized to make app-to-app HD voice calls for 10 minutes each day. Any data from this quota, if not utilized that day, will stand forfeited. If the customer uses the daily data quota for any other Internet use, the app-to-app calling minutes will reduce proportionately.

The new plan will enable Reliance 4G LTE customers to make calls worldwide through various popular data-based apps such as Whatsapp, FB Messenger, Skype, Google Hangouts, imo and Viber, amongst others. Customers will also be able to use the Reliance 4G LTE ultra-fast data network for Internet surfing, movie downloads, music streaming and other entertainment activities.

Commenting on the launch, **Mr Gurdeep Singh, Chief Executive Officer, Consumer Business, Reliance Communications**, said, “We have always had a strong emotional connect with Delhi-NCR and the people here, and are excited to redefine voice calling with our ‘**Call Drops Se Chhutkara**’ offer, providing app-to-app talking and complete freedom from call drops. Using the Reliance 4G

LTE network, customers will experience High-Definition quality and instant connectivity, freedom from slow Internet access and blazing data speeds on the digital superhighway. Best of all, existing and new Reliance 4G LTE customers will switch to the new way of calling, and enjoy instant and crystal clear voice with great savings.”

With this launch, customers in Delhi-NCR—riding on the world-best Reliance 4G LTE network—will get to experience blazing data speeds on their mobile phones and other connected devices. Reliance 4G LTE’s super-fast data speeds, delivered on the 850-MHz frequency band, will be available simply with a new SIM dispatch, delivered to their doorstep. To ensure an even richer voice and data usage experience, RCOM is striking alliances with top e-Commerce companies and device manufacturers to drive the fast-evolving ecosystem.

To begin with, Reliance 4G LTE’s Next-Gen services are being made available to customers across a range of smart devices, including mobile phones and the highly-successful Wi-Pod data access device. RCOM has historically led the telecom story in India, and this launch of the country’s first app-to-app talking plan is the latest addition to its growing list of *firsts*.

Special demo zones and kiosks have been installed at the company’s Reliance Stores across the country so that customers can get to experience the true power of the new launch. The widest and latest ranges of Smartphones and data access devices are already available at all Reliance Mobile Store outlets.

About Reliance Communications

Reliance Group, founded by the late Shri Dhirubhai H Ambani (1932-2002), currently has a net worth in excess of Rs 100,840 crore (US \$15.2 billion), cash flows of over Rs 11,300 crore (US \$1.7 billion) and net profit of over Rs 5,100 crore (US \$0.8 billion).

Reliance Communications is India's foremost and truly-integrated telecommunications service provider. The Company has a customer base of over 107 million, including over 2.6 million individual overseas retail customers. Reliance Communications' corporate clientele includes over 39,000 Indian and multinational corporations including small and medium enterprises and over 290 global, regional and domestic carriers.

Reliance Communications has established a pan-India, Next-Generation, integrated (wireless and wire-line), convergent (voice, data and video) digital network capable of supporting best-in-class services, spanning the entire communications value chain, covering over 21,000 cities and towns and over 400,000 villages. Reliance Communications owns and operates the world's largest Next-Generation IP-enabled connectivity infrastructure, comprising over 280,000 kilometers of fiber optic cable systems in India, the United States, Europe, the Middle-East and the Asia-Pacific region.

Website: www.rcom.co.in



Reliance Mobile



@RelianceMobile

For details, please contact:

Rajeev Narayan

Reliance Communications

Mobile: +91 9310414119

E-Mail: rajeev.narayan@relianceada.com

Kumar Abhijeet

Reliance Communications

+91 8080334332

kumar.abhijeet@relianceada.com