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RCom joins hands with Nokia for Ovi Life Tools

Our Bureau

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Reliance Communications and Nokia on Friday announced an alliance to offer an array of mobile, data and services offerings.

This includes making available Ovi Life Tools services targeted at the rural and semi-urban segments for Reliance customers.

Mr Vrajesh Shelat, Head – Wireless Data Services & Alliances, Reliance Communications, said, “In the last two quarters, there has been a significant adoption of smart phones by Indian consumers. With the rollout of 3G, we see a huge opportunity in fostering a mutually beneficial business relationship to offer customers unique voice, data as well as VAS innovations with Nokia.”

With Ovi Life Tools, users will get a range of services covering agriculture, education and entertainment. Reliance will offer Ovi Life Tools services in two versions, sub-



Targeting the rural segment: Mr Mahesh Prasad, President – Wireless, Reliance Communications, with Mr V. Ramnath (right), Director – Operator Channels, India, addressing a press conference in the Capital on Friday. — Kamal Narang

scription and pay per use. While the subscription service for education and entertainment services will be offered at Rs 30 a month and the agriculture service at Rs 60 a month, the pay-per-use will be priced at Rs 3 a request.

RCom GSM customers can download music up to 12GB

data usage (approximately 2,400 songs) from Nokia's – Ovi Music Unlimited (OMU). Consumers can also purchase Reliance 3G datacards at discounted price of Rs 1,999 along with the purchase of Nokia OMU-enabled devices.

As part of this alliance, RCom is also offering mobile

data bundle of 1.2GB on Nokia GPRS-enabled handsets (other than the OMU-enabled phones). In addition, RCom is offering up to 1,800 free on-Net minutes bundled with Nokia 1800. These free voice minutes and mobile data bundles has a validity of six months.