

## Press Clipping

Publication : Business Line  
Date : 06.10.2009  
Edition : Mumbai  
Page No. : 04

# RCom launches 50 paise tariff across-the-board

Will be available to GSM, CDMA customers from today

**Our Bureau**

*Mumbai, Oct. 5*

Reliance Communications has launched a new tariff plan for its GSM and CDMA customers where all calls will cost 50 paise a minute. The 'Simply Reliance Plan' will be available from Tuesday for prepaid and post-paid users.

This single rate of 50 paise a minute applies to all local and STD calls, to any mobile CDMA or GSM or landline from anywhere in India. The same charge will apply to incoming and outgoing calls — be it roaming or anytime of the day. Messaging within the country will also cost the same. There will be no monthly charges for prepaid customers.

To avail of this plan, existing or new prepaid customers have to purchase a one-time special tariff voucher worth Rs 48 for lifetime validity.

Post-paid customers can also go for this plan at a monthly subscription fee of Rs 99.

Mr Mahesh Prasad, President of RCom, told reporters here on Monday that the tariff was a completely new approach to the GSM and CDMA business. According to him, existing service providers were offering new plans but with a whole lot of riders.

### NETWORK RATES

"Our analysis of the latest Telecom Regulatory Authority of India data shows that Airtel advertises its local call at 50 paise, which in reality is 97 paise.

Vodafone claims its tariff is 50 paise a minute for regional STDs but the customer pays Rs 1.17 a call. In the case of Idea, this works out to Rs 1.09 against a claim of 60 paise" Mr Prasad said.

He added that in the case of Tata DoCoMo's one second billing plan, the customer ends up paying 70 paise a minute. "There are over 2,700 plans across the country and at any given time 300 are being offered in one circle. The Simply Reliance Plan offers one single rate across the country," he said.

### OLD RATES FOR NOW

Mr N. Mukherjee, Chief Marketing Officer (Personal Business), said that with the new tariff, RCom plans to tap a large revenue base from the GSM pool.

The existing 265 plans would be offered till October 14 after which there would be one plan nationwide.

However, customers who have opted for old plans will continue to be billed at old rates for another six months, he said.



**Tariff war:** Mr Mahesh Prasad (right), President, Reliance Communications, and Mr Nilanjan Mukherjee, Chief Marketing Officer, Personal Business, addressing a press conference in Mumbai on Monday. — Shashi Ashiwal