

September 29, 2014

To,  
The Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.  
**BSE Symbol: 532944**

National Stock Exchange of India Ltd.  
Exchange Plaza,  
Plot no. C/1, G Block,  
Bandra-Kurla Complex  
Bandra (E)  
Mumbai - 400 051.  
**NSE Symbol: ONMOBILE**

Dear Sirs,

**Sub: Press Release**

This is to inform you that OnMobile Global Limited is planning to issue a press release titled 'OnMobile becomes the exclusive Caller Ring Back Tone partner for Tata Teleservices', a copy of which is attached herewith.

Requesting you to please take the same on record.

Thanking you,

Yours Sincerely,  
For OnMobile Global Limited

*P. V. Varaprasad*

P.V. Varaprasad  
Company Secretary



Enclosure: a/a



## **OnMobile becomes the exclusive Caller Ring Back Tone partner for Tata Teleservices**

**Bangalore, 29 September, 2014:** OnMobile Global Limited, a global leader in mobile services, today announced that it has signed an agreement with Tata Teleservices, making it the exclusive Caller Ring Back Tone partner (CRBT) for the company.

OnMobile will centrally manage Tata's Content Management Systems across the Code Division Multiple Access (CDMA) and Global System for Mobile Communications (GSM). This deal will enable Tata Teleservices to improve operational efficiency, reduce turnaround time and provide a superior user experience to all its subscribers.

Sanjay Bhambri, Chief Commercial Officer, OnMobile Global said, "This win is a significant milestone and strengthens our long standing relationship with Tata Teleservices, dating back to 2004. We are now their exclusive Caller Ring Back Tone partner. Our proven proficiency in large-scale global deployments and world class IT standards for proactive monitoring through our Global Network Operations Center (GNOC) are key differentiators that helped us win this deal."

"OnMobile is renowned for their managed services offerings. Through this partnership, we will be deploying a single cross platform Content Management System that has a repository of more than 10 lakh songs in various global languages. Their expertise and robust infrastructure in terms of delivery and operations will be crucial in delivering a top notch offering to our subscribers," Mr. Gurinder Singh Sandhu, Head - Marketing, Tata Docomo said.

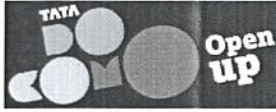
This deal, which has been signed for an initial term of 3 years, will allow Tata's CDMA subscribers to access a slew of CRBT features which were earlier available only for GSM subscribers. Some of the features include enabling song search and activation through SMS and Tata's website. Subscribers will also be able to copy each other's songs by using OnMobile's Press \* to copy feature.

### **About OnMobile**

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, and with offices in all regions of the world, delivers more than 300 million music plays per day to mobile customers in 59 countries on 5 continents. Thanks to established relationships with more than 92 leading mobile operators, OnMobile is steadily enlarging its global footprint. For further information, please visit [www.onmobile.com](http://www.onmobile.com)

### **About Tata Teleservices Limited**

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 19 telecom Circles. The company offers integrated telecom solutions to its customers under the unified brand name Tata Docomo and operates its wireless networks on GSM, CDMA and 3G technology platforms. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 450,000 towns and villages across the country. After its collaboration with Japan's NTT Docomo in November 2008, Tata Teleservices launched 2G GSM services under the Tata Docomo brand name in all the 18 telecom Circles where it received spectrum from the Government of India, in June 2009. Since then, the Company has established a strong brand connect for Tata Docomo in India and has been at the forefront of redefining the telecom experience in India, launching innovative products and services that have impacted Indian consumer lifestyles. TTL is the clear market leader in the enterprise space as well, and has market leadership in many product lines, such as mobile broadband with the Photon family of wireless access devices. TTL's bouquet of telephony services includes mobile services, wireless desktop phones, and public booth telephony and wireline and Wi-Fi services.



For details, visit [www.tatateleservices.com](http://www.tatateleservices.com) and [www.Tata Docomo.com](http://www.Tata Docomo.com)

**For any media related information, please contact:**

Anmol Khurana

Tata Teleservices Limited

+91 9212101229

[Anmol.Khurana@tatatel.co.in](mailto:Anmol.Khurana@tatatel.co.in) ; [corporatecommunication@tatatel.co.in](mailto:corporatecommunication@tatatel.co.in)

Srividhya Parthasarathy

OnMobile Global Limited

[srividhya.parthasarathy@onmobile.com](mailto:srividhya.parthasarathy@onmobile.com)

+91 80 41802500