

# RCOM INTRODUCES 'ONE INDIA, ONE RATE'

Customers can now enjoy one rate for Roaming, Local and STD Calls—from anywhere in the country

- RCOM targets disproportionate share of Corporate, SME and high-value customers through 'One India, One Rate' Plan
- Now, all incoming calls while roaming to be free on RCOM network
- 'One India, One Rate' applicable for both pre-paid and post-paid customers

**For Post-Paid Customers:** Same rate on Home Network and Roam Network, along with significant data benefits

- **One India, One Rate 599:** 1,200 mins of free outgoing calls (Roaming, STD, Local); subsequent charge of 30 p/min for Roaming, STD & Local; unlimited national incoming roaming free; 2GB data and 100 SMS' free. Plan Rent of Rs 599
- **One India, One Rate 350:** 700 mins of free outgoing calls (Roaming, STD, Local); subsequent charge of 40 p/min for Roaming, STD & Local; 200 free incoming national roaming mins; 1GB data and 100 SMS' free. Plan Rent of Rs 350

**For Pre-Paid Customers:** Free incoming calls while roaming, outgoing rate same for roaming, STD and local calls.

- **One India, One Rate 45:** Home, Roam, Local & STD calls at 40 p/min; incoming while roaming free, validity of 30 days. Recharge with Rs 45 (MRPs, rate may vary by Circle)

**Mumbai, 9 June 2014:** Reliance Communications, India's fully integrated telecommunications service provider, today announced the launch of **One India, One Rate Plans**, a first-of-its-kind free National Roaming offer for post-paid and pre-paid GSM customers. Under this innovative offer, there will be no difference between Local, STD and Roaming charges and customers will be charged only their Home Plan tariffs, even while roaming anywhere in India.

"We are delighted to launch the **One India, One Rate Plans** in the country, which abolish differentiated tariffs for roaming, STD and local calls in India. When business has no boundaries, then tariffs should also be seamless and customer-friendly—thus, incoming calls while roaming will now be free on the RCOM network" **Mr Gurdeep Singh, Chief Executive Officer, Consumer Business, Reliance Communications Limited**, said. "As India's youngest pan-India GSM

operator, we are committed to improving the quality of our customer mix, and the **One India, One Rate Plans** will help us attract customers in the high-value Corporate and SME roaming segments. RCOM's **One India, One Rate Plans** will help us break down the tariff barriers and extend unprecedented benefits to our roaming customers," he added.

Reliance Communications has several path-breaking, industry-defining initiatives to its name, among them the revolutionary 3G@2G Data Offer and the Zero Plan, both of which created new benchmarks in the Indian mobility industry. Combined with the launch of the **One India, One Rate Plans**, these combine to make up a powerful proposition for the high-value Corporate and SME customer, offering them convenient, affordable and hassle-free connectivity, backed by RCOM's best-in-class network due to the Company's robust IP back-haul and 200,000 km of fiber.

<b>'ONE INDIA, ONE RATE' PLANS FROM RELIANCE COMMUNICATIONS</b>					
Rent	Free Outgoing (Local+STD+Roam)	Use of Minutes	Incoming Roaming	Free Data (3G/2G)	Free SMS
<b>Rs 599</b>	1,200 mins	Anytime, Anywhere, Local, STD, Roaming	Free	2GB	100
<b>Rs 350</b>	700 mins	Anytime, Anywhere, Local, STD, Roaming	200 mins Free	1GB	100
Recharge	Outgoing Tariff (Local+STD+Roam)	Rate applicability	Incoming Roaming	Validity	
<b>Rs 45</b>	40p/min	Anytime, Anywhere, Local, STD, Roaming	Free	30 days	

With the **One India, One Rate Plans**, customers will no longer have to worry about using their phone while roaming or making STD calls. Non-Reliance customers can also avail these plans on their existing mobile numbers by porting-into Reliance through attractive MNP offers. For instance, in the Post-Paid **One India, One Rate 599** plan, after the free minutes are used up, customers will enjoy a flat outgoing rate of 30p/min for calls to anywhere in the country, while on the **One India, One Rate 350** Plan, a flat rate of 40p/min applies after the free minutes are used up. Pre-Paid plan MRPs and rate will vary by Circle.

Reliance Communications' customers can now enjoy roaming services across the country without worrying about any additional charges for utilizing voice and data services at a roaming location. Under these plans, roaming rates as per the customer's existing home Circle billing plan will prevail, even when they are roaming in other locations in the country. This unique offer is meant not just for frequent roamers, but also for infrequent roamers who can subscribe to these plans and have peace of mind without having to worry when they roam or make STD calls.

**About Reliance Communications**

Reliance Communications Limited, founded by the late Shri Dhirubhai H Ambani (1932-2002), is the flagship company of the Reliance Group. The Reliance Group currently has a net worth in excess of Rs 89,600 crore (US \$16.5 billion), cash flows of Rs 9,100 crore (US \$1.7 billion), and a net profit of Rs 4,300 crore (US \$0.8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of about 120 million, including over 2.5 million individual overseas retail customers, ranks among the Top 7 Telecom companies in the world by number of customers in a single country. RCOM's corporate clientele includes over 39,000 Indian and multinational corporations, including small and medium enterprises, and over 830 global, regional and domestic carriers.

Reliance Communications has a pan-India, Next-Generation, integrated (wireless and wireline), convergent (voice, data and video) digital network capable of supporting best-of-class services spanning the entire communications value chain, covering over 24,000 towns and 600,000 villages. RCOM owns and operates the world's largest Next-Gen IP-enabled connectivity infrastructure, comprising over 277,000 km of fiber optic cable systems in India, USA, Europe, Middle East and the Asia-Pacific region.

**For further information, please contact:**

**Rajeev Narayan**  
Reliance Communications  
Mobile: +91 9310414119  
E-mail: [rajeev.narayan@relianceada.com](mailto:rajeev.narayan@relianceada.com)

**Kumar Abhijeet**  
Reliance Communications  
+91 8080334332  
[kumar.abhijeet@relianceada.com](mailto:kumar.abhijeet@relianceada.com)