

# Tata Teleservices Limited

## Achievements & Collaboration Areas

The only time a Tata phone won't be accessible. Please switch off your mobile phones during presentations.



Be safe and help create a safe environment. Acquaint all on Safety.  
Take a [moment](#) to observe your nearest exit point.

# Tata Teleservices – part of the prestigious TATA group

## Group profile

- India's largest business group
- Operations in 80 countries
- FY 09 revenue - US\$ 71 billion
- Market capitalization - US\$ 92 billion
- Employee base of ~ 330,000
- 11<sup>th</sup> most respected company globally (RI)

## Leadership Across Business Sectors



### Consumer Products



World's **2<sup>nd</sup> Largest**  
Branded Tea Company

### Materials



World's **6<sup>th</sup> largest**  
Steel Company

### Chemicals



World's **2<sup>nd</sup> Largest**  
Soda Ash Manufacturer

### IT & Communications



World's **11<sup>th</sup> Largest**  
Software Company

### Engineering



India's **Largest**  
Automobile Company

### Services



India's **Largest**  
Chain of Hotels

### Energy



India's **Largest Pvt.**  
Sector Power Utility

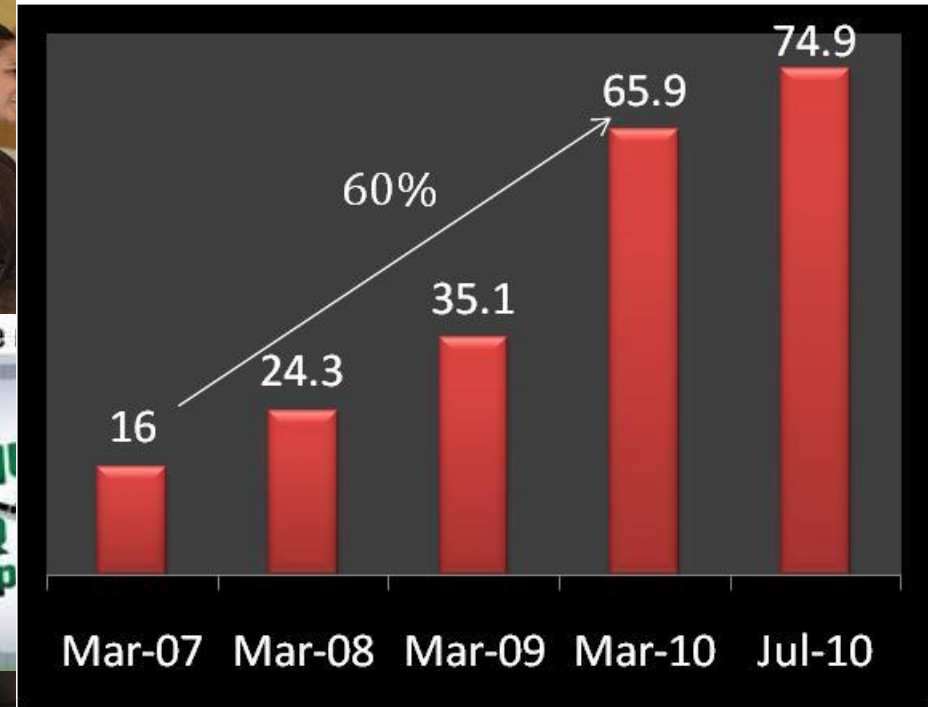


# Tata Teleservices – Innovation driving growth

- Late start, Quick Catch up
- Fastest growing operator in India with 78 million subscribers
- Revolutionized the face of Indian telecom industry through several innovative products and services
- Has won several accolades along the way
- Strategic alliance with NTT DOCOMO facilitating growth

TELECOM ASIA AWARDS, SINGAPORE 2010:  
BEST EMERGING MARKETS CARRIER

TTL Subscriber base (MM)



TELE.NET TELECOM  
OPERATOR AWARDS 2010 -  
BEST TELECOM OPERATOR,  
BEST QUALITY OF SERVICE &  
TELECOM CEO OF THE YEAR



VOICE & DATA AWARDS 2010 -  
'TELECOM MAN OF THE YEAR



# Several partnership opportunities exist

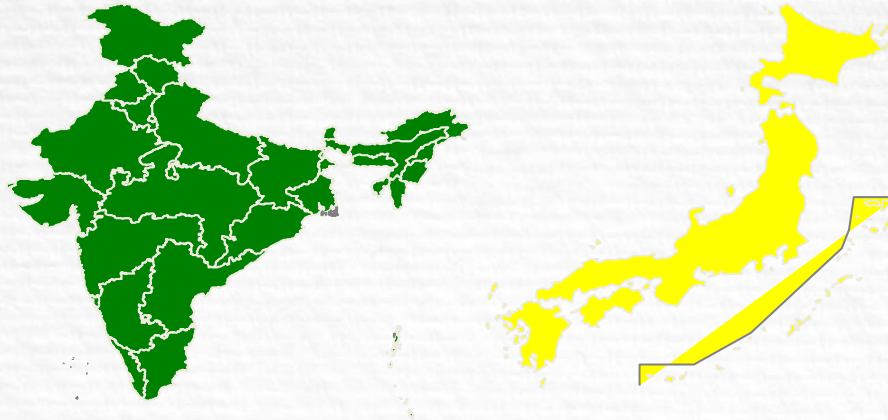


## Japanese capabilities highly relevant for Indian market

- Home to R&D and manufacturing giants like Sharp, Panasonic, Sony, Toshiba, NEC, Fujitsu and great institutions like YRB, Docomo R&D Center
- Home to the first 3G deployment in the world by NTT DOCOMO & similar aggression in launch of LTE.
- Advanced mobile devices with first in the world functionalities like NFC, mobile wallet and mobile TV and high propensity of such devices
- Home to highly successful and innovative applications like i-mode, e-wallet, m-health & now new standards in mobile TV



# Markets at different stages of development: Several collaboration opportunities exist



Q4 FY 2010

1<sup>st</sup> October 2001

Launch of 3G services

Presence of data capable handsets

~ 5% currently, expected to grow to >25% in 3 years time

~ 100%

Data revenue as % of total revenue

11 -12%

>50%

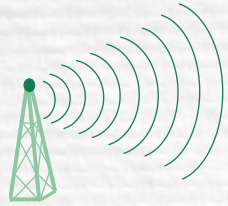
**Collaboration opportunities in RF Network & Convergence technologies**

**Collaboration opportunities in Handsets / Devices**

**Collaboration opportunities in data, Domain applications**

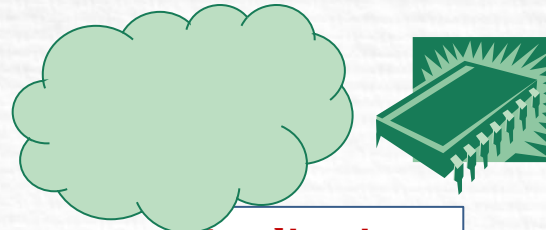


# Telecom Cooperation Areas



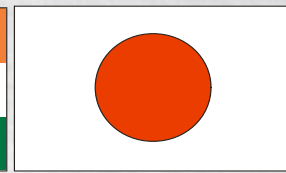
## Network Technology

- Tech for low cost network to rural areas
- 4th Generation Mobile Communications System (IMT-Advanced) for Indian market
- Technology solutions for IBS including femtocell and picocells
- Mobile TV



## Applications

- Emergency information broadcasting distribution system
- Leverage experience in m-health, e-wallet, e-education, solutions for rural India
- Development of mobile based payment systems, Near Field Communications, Mobile Security etc.



## Devices

- Provide Indian consumers access to Japanese devices and new terminals / STB
- Co develop India specific 3G & 4G devices



# Collaboration area: Research and Development Center

- **Leverage India for destination “WORLD”**
- **Use large English speaking talent pool in setting up Global R&D Center for Telecom – Network Platforms, Applications & Solutions, etc.**
- **Global R & D center to help in developing:**
  - Cutting edge technology to leverage 3G, LTE and 4G usage
  - Create device differentiation with global handset OEM’s
  - Innovative applications for lifestyle enhancement



# Collaboration area: Manufacturing Setup in India



**Leverage skilled low-cost Man-power in India to establish**

## **Manufacturing facility to**

- Develop Telecom equipment in sync with R&D
- Become Equipment OEMs for telecom gear worldwide
- Partner with other technology provider and to provide manufacturing services to other companies
- Explore setting-up of Manufacturing facility in alliance with several reputed Business Houses in India



**Indian Telecom industry, Govt of India, TRAI would be willing to offer red carpet welcome to the Japanese companies and investors**





Look forward to welcoming you in India...

