

## RCOM Expands 3G Footprint to 18 Circles

Announces launch of Next-Gen 3G services in Karnataka, Andhra Pradesh, Tamil Nadu, Kerala and UP (East)

- RCOM 3G services to be available in all metros and major metros pan-India
- RCOM now covers over 80% of India's fast-growing 3G data revenue market
- Targets disproportionate share of Corporate, SME and high-value customers
- Customers to enjoy high-speed 3G services in 5 new Circles from June 20

**New Delhi, 11 June 2014:** Reliance Communications, India's fully integrated telecommunications service provider, today announced the launch of its Next-Gen 3G services in 5 more telecom Circles—Karnataka, Andhra Pradesh, Tamil Nadu, Kerala and UP-East telecom Circles—thereby expanding its 3G footprint to 18 Circles across the country. With this move, RCOM will now offer best-in-class, high-speed 3G services in the entire southern part of the country and UP-East as well. Customers will be able to enjoy RCOM's 3G services in the 5 new Circles from 20 June 2014.

RCOM currently has the largest 3G footprint in the country with a presence in 13 Circles—Delhi, Mumbai, Kolkata, Punjab, Rajasthan, Madhya Pradesh, West Bengal, Himachal Pradesh, Bihar, Orissa, Assam, North East, Jammu & Kashmir. With its extended presence in 18 Circles—covering 80% of the country's 3G data revenue market and incremental Smartphone sales—RCOM is well-positioned to target a disproportionate share of the Corporate, SME and high-value customer market. This expansion will help Reliance Communications further consolidate its data leadership position in the Indian market.

"We are delighted to expand our 3G footprint to 18 Circles across India, which makes our service available in all metros and major metros in the country, enabling us to target the fast-growing data market in these Circles. Together, these Circles account for 80% of incremental Smartphone sales in the country," **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 our extended 3G presence will help us attract a disproportionate share of customers in the high-value Corporate and SME segments. This will also help us further consolidate RCOM's position as the leading Indian data operator," he added.

Reliance Communications has several path-breaking, industry-defining initiatives to its name, among them the revolutionary Zero Plan and the recently-introduced One India, One Rate Plan, both of which have created new benchmarks in the Indian mobility industry. Combined with the launch of 3G services in 5 new Circles, these combine to make up a powerful proposition for the high-value Corporate and SME customer, offering them seamless, affordable and high-speed connectivity, backed by a best-in-class network due to RCOM's robust IP back-haul and 200,000 km of fiber.

Reliance Communications is the leading data operator in the Indian telecom industry. For the quarter ended 31 March 2014, the company had 37.4 million data customers, including 12.9 million 3G customers, making up the largest 3G customer base in the industry. The new launches in five Circles, therefore, open up a significant market opportunity for RCOM, as a major part of the country will now be able to access its high-speed data services.

#### **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.

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