

**RELIANCE COMMUNICATIONS REDEFINES VOICE CALLING IN INDIA
INTRODUCES 'CALLING KA NAYA TAREEKA'—
APP-TO-APP TALKING
FOR RS 39, OFFERS 300 MINUTES OF APP-TO-APP
TALKING—ANYWHERE IN INDIA AND THE WORLD
APP-TO-APP TALKING OFFERS SUPERIOR HD VOICE
QUALITY AND INSTANT CONNECTIVITY TO CUSTOMERS
FREEDOM FROM SLOW DATA ACCESS—ULTRA-FAST INTERNET
SPEEDS ON PHONES AND OTHER CONNECTED DEVICES**

Ahmedabad, 17 August 2016: Reliance Communications, India's fully-integrated telecom service provider, today announced the introduction of Next-Gen **APP-TO-APP CALLING** in the country and worldwide, launching the '**Calling Ka Naya Tareeka**' offer for existing and new customers. With '**Calling Ka Naya Tareeka**', customers will experience significantly better app-to-app voice calls with high-definition (HD) quality and instant connections. Further, RCOM's 4G LTE network in the 850-MHz spectrum band—considered worldwide as the most optimal frequency for Next-Gen voice and data services—will provide an unparalleled user experience.

Commencing with its pan-India launch of the India-first '**Calling Ka Naya Tareeka**' offer, RCOM is offering HD app-to-app calling at an introductory price of just Rs 39—for 300 minutes of calling in India, and anywhere in the world. In the fast-changing telecom space, the new plan will enable RCOM's customers to make calls worldwide through various popular data-based apps, such as JioChat, Whatsapp, FB Messenger, Skype, Google Hangouts, imo and Viber, amongst others.

Unveiling the new service, **Mr Gurdeep Singh, Chief Executive Officer, Consumer Business, Reliance Communications**, said, "RCOM has always had a special emotional connect with Gujarat, and we are excited to redefine voice calling in India by introducing the '**Calling Ka Naya Tareeka**' offer in our home state, offering app-to-app talking in India, and anywhere in the world. Using our Next-Gen 4G LTE network, customers will experience HD quality and instant connectivity, freedom from slow Internet access and blazing data speeds on the digital superhighway. They will enjoy uninterrupted HD video streaming, super-fast uploading and downloading of movies, music and images. For Rs 39, customers can talk for 300 minutes anywhere in India and worldwide—that makes it very affordable too for mass adoption."

With this launch, customers in Gujarat—riding on RCOM's world-best 4G LTE network— will also be able to experience blazing data speeds on their mobile phones and other connected devices. Reliance Communications' super-fast data speeds, delivered on the 850-MHz frequency band, will be available simply with a new SIM dispatch, delivered to their doorstep. To ensure an even richer voice and data usage experience, RCOM is striking alliances with top e-Commerce companies and device manufacturers to drive the fast-evolving ecosystem.

To begin with, RCOM's Next-Gen services are being made available to customers across a range of smart devices, including mobile phones and the highly-successful Wi-Pod data access device. RCOM has historically led the telecom story in India, and this launch of the country's first app-to-app talking plan is the latest addition to its growing list of *firsts*.

Special demo zones and kiosks have been installed at the company's Reliance Stores across the country so that customers can get to experience the true power of the new launch. The widest and latest ranges of Smartphones and data access devices are already available at all Reliance Mobile Store outlets.

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 had a net worth in excess of Rs 93,500 crore (US \$14.1 billion), cash flows of Rs 10,200 crore (US \$1.7 billion), net profit of Rs 4,700 crore (US \$0.8 billion).

Reliance Communications is India's foremost and truly-integrated telecommunications service provider. The Company has a customer base of over 111 million, including over 2.6 million individual overseas retail customers. Reliance Communications' corporate clientele includes over 39,000 Indian and multinational corporations, including small and medium enterprises, and over 290 global, regional and domestic carriers.

Reliance Communications has established a pan-India, Next-Generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-in-class services spanning the entire communications value chain, covering over 21,000 cities and towns and over 400,000 villages. Reliance Communications owns and operates the world's largest Next-Generation IP-enabled connectivity infrastructure, comprising over 280,000 kilometers of fibre optic cable systems in India, USA, Europe, the Middle-East and the Asia-Pacific region.

Website: www.rcom.co.in



Reliance Mobile



@RelianceMobile

For details, please contact:

Rajeev Narayan

Reliance Communications

Mobile: +91 9310414119

E-Mail: rajeev.narayan@relianceada.com

Kumar Abhijeet

Reliance Communications

+91 8080334332

kumar.abhijeet@relianceada.com