

**RELIANCE COMMUNICATIONS LAUNCHES
UNLIMITED VOICE CALLING PLANS @ RS 149**

**‘149 UNLIMITED’ OFFERS UNLIMITED VOICE CALLING ACROSS
ANY NETWORK ACROSS INDIA, INCLUDING STD CALLS**

**PLAN APPLICABLE ON FEATURE / SMARTPHONES
ON ANY SIM CARD—2G, 3G AND 4G**

PLUS 300 MB OF DATA ACROSS 2G, 3G AND 4G

NO CONDITIONS APPLY

Mumbai, 22 November 2016: Reliance Communications, India’s fully-integrated telecom service provider, today announced the launch of the ‘**149 Unlimited**’ Calling Plan, offering customers unlimited calling talk-time to any phone on any telecom network across the country, including STD calls, at just Rs 149 per month. RCOM’s revolutionary Unlimited Plan is set to change the dynamics of mobile recharges in India, as customers move away from the traditional Revenue Per Minute tariff model to a service subscription model based on ARPU.

The ‘149 Unlimited’ Plan, available across the 2G, 3G and 4G technology platforms, is targeted at incentivizing 2G, 3G and 4G handset-owners across India to move to the RCOM network. There are still hundreds of millions of older 2G handset-owners in India, and RCOM is positioning the unique plan to migrate these customers to its network, along with 300 MB of data usage. And with RCOM’s high-speed Add-on Data Plans, ‘149 Unlimited’ will also appeal to data-heavy 3G-4G customers, who will benefit from unlimited calling talk-time. Regardless of the type of Feature Phone or Smartphone used, customers will get unlimited voice calling, including STD calls, to any phone on any network in India—plus 300 MB of data access on RCOM’s best-in-class 2G, 3G & 4G networks.

Announcing the launch of the Unlimited Plans, **Mr Gurdeep Singh, Co-CEO, Reliance Communications and CEO of RCOM’s Consumer Business**, said: “Our new pioneering yet simple Unlimited Plan has the potential to trigger a paradigm shift in the way Indians recharge their mobile phones, creating a significant shift in the telecom market—as it moves away from the ‘Unit Rate’ charging regime to a ‘Single Recharge and Unlimited Usage’ regime. It enables customers with any kind of handset to have unlimited calling time across the country, in addition to data access on all 2G, 3G and 4G handsets. Our Unlimited Plan will see millions of Indians benefit, and help RCOM ramp up its customer base and engage with higher-value customers and greater ARPUs.”

Since outgoing voice calls are unlimited and free with the new plan at just Rs 149 per month, along with 300 MB of data, all customers need to recharge their accounts for is additional data requirement, if any. RCOM already has in place a bouquet of attractive add-on data plans, with which customers can opt for customization of their additional data usage needs.

These additional data usage plans are available across 2G, 3G and 4G, with customers getting data access depending on their handset-type. These offers provide customers with several options that meet individual requirements and are set to change the way Indians recharge their mobile phones. RCOM's '149 Unlimited' plan will, therefore, be a great value proposition for customers, apart from doing away with the hassle of multiple recharges and keeping constant track on their account balance after every outgoing voice call.

There is no hidden charge or any 'Conditions Apply' on RCOM's '149 Unlimited' Plan.

About Reliance Communications

Reliance Group, founded by the late Shri Dhirubhai H Ambani (1932-2002), currently has a net worth in excess of Rs 100,840 crore (US \$15.2 billion), cash flows of over Rs 11,300 crore (US \$1.7 billion) and net profit of over Rs 5,100 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 96 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 wire-line), convergent (voice, data and video) digital network that is capable of supporting best-of-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 fiber optic cable systems in India, the United States, Europe, the Middle-East and the Asia-Pacific region.

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Reliance Mobile



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