

Tata Teleservices' price pitch does the trick, operator notches up over 3.4 mn new additions in August
TT Correspondent

Indian consumer's inclination towards pricing mix comes out in the open again as Tata DoCoMo is seen to have registered the maximum number of new mobile subscriber additions in the month of August 2009.

The service provider has managed to clock more than 3.4 million new mobile subscribers as of August 31, 2009. Its total wireless subscriber base now stands at 42.79 million.

Tata Teleservices additions clearly outnumber market leader Bharti Airtel's figure of 2.8 million new additions for August. In fact the figure of more than 3 million is itself very high since normally the highest subscriber addition figures hover around the 2.5-2.8 million mark.

Tata Teleservices had managed to record 2.2 million new additions in July month.

"This is fantastic news for us and a validation of all the efforts that have been put into making our network and services the best in the industry," Mr Anil Sardana, Managing Director of Tata Teleservices Limited, said. "We thank each one of our new and existing subscribers for showering so much love, affection and trust in us. This has far exceeded our expectations and entuses us to provide the best telecom experience to our customers—in keeping with our larger objective of achieving customer affection and delight," he added.

The company is playing aggressively on the price front. It has launched its GSM services under the Tata DoCoMo brand on a per second pricing pulse model as opposed to competing offers which are generally priced on per minute basis. On the CDMA front, the company has launched a flat rate of Re.1 irrespective of the duration of the call.

Vodafone witnessed 2.19 million additions while Reliance Communications is seen lagging with only 1.6 million additions.

The figures available with TelecomTiger will be released soon by the relevant trade associations.

SUMMARY OF MARKET SHARE OF WIRELESS OPERATORS				
OPERATOR	July'09	Aug'09	New Additions In July'09	New Additions In Aug'09
AIRTEL	105,177,635	107,996,533	2,809,754	2,818,898
AIRCEL	23,101,900	24,415,514	1,303,169	1,313,614
LOOP	2,350,537	2,417,446	44,897	66,909
BSNL	50,700,367	52,056,417	1,626,438	1,356,050
IDEA	48,516,824	50,058,471	1,427,946	1,541,647
MTNL	4,332,631	4,352,781	35,413	20,150
RELIANCE	13,281,225	13,281,225	440,286	0
VODAFONE	78,680,291	80,874,460	2,230,693	2,194,169
CONNECT (CDMA)	384,029	380,288	-174	-3,741
INDICOM (CDMA + GSM)	39,371,072	42,789,210	2,247,002	3,418,138
MTNL (CDMA)	309,286	N/A	652	N/A
SISTEMA SHYAM (CDMA)	1,467,031	1,732,125	277,928	265,094
= RELIANCE (CDMA + GSM)	68,725,797	70,389,252	1,950,436	1,663,455
BSNL (CDMA)	5,260,408	N/A	-30,165	N/A
TOTAL	441,659,033	450,743,722	14,364,275	14,654,383
Source: AUSPI, COAI & TRAI				
= RELIANCE (CDMA + GSM) Figs include the GSM figs for Circles where GSM services have been launched recently				
* CDMA figs include CDMA (Mobile) + CDMA (FWT)				
Compiled by TelecomTiger				

Announcing this achievement a spokesman for TATA DOCOMO said, "In a market that is cluttered with many operators and throws up confusing options, we are offering simplicity to consumers by being the country's most transparent, innovative and liberating telecom brand. The first move on

this front was to cut through the clutter and redefine the entire pricing paradigm—from Day One of our launch, we have worked on a per-second pricing model for almost everything, be it voice calls, VAS services, IVR interactions... Our subscribers see that as true value and dependability, and that is what has seen us see this initial success. Going forward, we will continue to innovate and better the service experience through fantastic VAS offerings and unique technology innovations.”

“We are focusing strongly on network superiority, coverage and service offerings. “TATA DOCOMO will soon unveil a portfolio of Value-Added Services that will reinvent mobile telephony in India, with products and services like Free Voicemail, Timed SMS Service, Free Missed Call Alerts, Call-me Tunes, etc—all of them customized to liberate and refresh our subscribers,” he added.