

## Tata Teleservices appoints MOMS - a Madison Unit as new OOH Agency

*Accords both GSM and CDMA business to MOMS for Planning,  
buying and executing OOH media*

New Delhi, May 25, 2009: Tata Teleservices Limited, India's fastest growing pan India telecom service provider today announced that it has appointed MOMS Outdoor Media Solutions (MOMS) an independent Unit of Madison World as their new OOH agency. MOMS will look into planning, buying and executing outdoor media solutions for both GSM and CDMA business of Tata Teleservices. MOMS will identify, evaluate and advocate appropriate propositions keeping in mind the target markets, target segments and the overall brand positioning.

We are impressed by the ideas MOMS brought on board and are confident they will deliver the integrated solutions Tata Indicom need to leverage this important medium as we expand our operations countrywide, said Mr. Lloyd Mathias, Chief Marketing Officer, Tata Teleservices Limited. He further added, MOMS's robust network and high quality team are a welcome addition in this important phase of our growth as we strengthen the brand and consolidate and streamline our spends".

Says Sam Balsara, Head of Madison World, *"Madison World through its unit Madison Media deals with Tata Tea and Tata Chemicals and we are delighted that another unit of Madison World - MOMS has been given an opportunity to serve yet another Tata Company - Tata Indicom. I am confident that MOMS is equipped to handle this challenging assignment and will use its experience and expertise gained over the last several years to innovatively and cost effectively improve Tata Indicom's presence in Out-of-home."*

*"We are extremely delighted to have been awarded dual portfolios of Tata Teleservices CDMA and GSM brands. The task is extremely challenging and our Chief Operating Officers at MOMS - Rajneesh Bahl and Dipankar Sanyal look forward to this winning partnership."* says Arminio Riberio, CEO - Madison Outdoor.

Prior to getting MOMS on board the agency which provided outdoor solutions was Aaren Initiative. The switch was very logical and clear, every year Tata Indicom evaluates the requirement with changing business needs. Besides Aaren and MOMS, there were other agencies that were invited for the pitch namely Outdoor Advertising Professionals (OAP) Mudra, Street culture, TDI, OMI-Lakhsya and Navia.

### About MOMS

MOMS Outdoor Media Solutions is one of the country's leading OOH agencies and handles prestigious clients like Coca-Cola, Dish TV, Zee TV, Max New York Life and Mother Dairy among others. The Agency last year recorded billing in Outdoor of over Rs. 200 crore.

MOMS is headed by two COOs - Mr. Rajneesh Bahl and Mr. Dipankar Sanyal, who in turn report to Outdoor Group CEO - Mr. Arminio Riberio.



MOMS is a member of Madison World, India's largest Indian owned diversified communication group with specialist units in Advertising, Outdoor, PR, Rural, Retail, Entertainment, BTL, Mobile, Sports and Events; employing over 700 communication professionals across 7 cities in India, Sri Lanka and Thailand, with a gross media billing of over Rs. 2,300 crore.

### **About Tata Teleservices Limited**

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest technology platform(s) for its wireless network. With a customer base of over 37 million, Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, covers over 320,000 towns and villages across all of India's 22 telecom circles. In November 2008, Tata Teleservices entered into an agreement with Japanese telecom major NTT DOCOMO, as part of which the Japanese company acquired a 26% stake in TTSL for USD 2.7 billion. The transaction marks a key step in the strategic evolution of Tata Teleservices, as it moves towards a pan-India dual network presence. The company also recently announced a unique reverse equity swap strategic agreement between its fully-owned telecom tower subsidiary, Wireless TT Info-Services Limited, and Quippo Telecom Infrastructure Limited—with the combined entity kicking off operations with 18,000 towers, thereby becoming the largest independent entity in this space in the country. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and wireline services.

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