

## One97 and Pantaloon Launch India's First All-Operator, All-Mobile Ring Tone Card.

### Are Ring Tones Part of Your Grocery List?

**New Delhi, 04 September 2006:** One97 Communications Private Limited and Pantaloon Retail India Limited have come together to launch India's first all-mobile, all-operator ring tone cards, retailed at Big Bazaar stores throughout the country.

Launched in August 2006, this is the first time that 'ring tones' are being sold through organized retail chains in malls & shopping complexes across India.

The ring tone card is available in a pack of one and three ring tones. It is an inexpensive option for consumers, since it helps them avoid premium SMS usage charges and is priced at Rs 18 for a pack of three ring tones and Rs. 6 for a single ring tone pack.

The single ring tone pack has names of five latest ring tones along with their codes. Users can simply send a unique 10 digit PIN with their preferred ring tone code through SMS to 9871330303 from their mobile phones. This is single SMS transaction. The three ring tone pack offers additional value to the customer who now has to send only one SMS to get all three ring tones.

The ring tone card has two great advantages. It is easy to use, and customer does not need to remember the ring tone code to download a particular tune or spend time searching for a particular tune when downloading. The card has a 6-month validity and is already gaining popularity amongst a cross-section of consumers, for their own use, and also a gift item.

The Big Bazaar - One97 cards are currently available in 30 Big Bazaar stores across India, including Delhi, Ahmedabad, Lucknow, Indore, Mumbai, Gurgaon, Bangalore, Ghaziabad, Ambala, Calcutta, Mangalore, and Bhubaneswar.

One97 Communications plans to bring out more ring tone cards in the near future. The company also has a series of Astro cards on the anvil, and Golden Oldies ring tone packs. Much awaited regional ring tone cards will also be launched shortly.

Speaking on the occasion of the launch of the all-operator, all-mobile card, Vijay Shekhar Sharma, Managing Director, One97 Communications said, "We are pleased to partner with Pantaloon in bringing to the forefront a premium content offering for Indian consumers. This product not only heralds a sea change in the manner Indian consumer buys, receives and consumes content but also reinforces our belief in forging strong partnerships in order to provide the best in the mobile value-added-service space."

Also at the occasion, Neeran Chhiber, President Communication Division, Pantaloon said, "We are glad to partner with One97 Communications in launching this product, since it ushers in a paradigm shift in content delivery and increases interaction between the content creator, content provider and the consumer. This also reinforces the fact that consumer and content is kings."

### **About One97 Communications**

One97 Communications is India's pioneer and leading full-range mobile Value Added Services provider offering VAS portal, Content services, VAS up-selling and Grace Subscriber Management solutions to Telecom operators, Corporate and Media houses.

The One97 commitment is to deliver high performance, reliable, value-added and network services for top global telecom companies and enterprises by introducing innovative and localized content creation, interaction and delivery mechanisms.

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