



## TATA INDICOM

*Tata Indicom, one of the fastest growing telecom networks in India, is busy enabling people to connect to the world in a hassle free and affordable fashion. The brand is viewed as aggressive, vibrant, innovative, fresh and intelligent. With its dreams of empowering an emerging India through diverse products and services, Tata Indicom's new campaign, Suno dil ki awaz (Follow your heart), encourages customers to follow their dreams and aspirations.*

*Brand Tata Indicom has a pan-India presence with a full range of services spanning mobile, wireless, wire line, public booth telephone and internet services. Tata Indicom is the market leader in fixed wireless services; it also provides a range of cutting-edge enterprise business services.*

*In the cluttered telecom space, where the consumer often finds it hard to choose from the wide range of telecom services, handsets and tariff plans, customers believe that an offering from the Tata group will provide them complete satisfaction as well as total transparency with regard to issues such as billing and service.*

*The Tata brand equity is built over a century of service to its customers and its association with Indicom imbues the brand with characteristics such as trust and honesty. It is thanks to the Tata brand name that brand Indicom feels more comfortable assuring customers that "What you see is what you get."*

