



## news release

### Vodafone launches Mobile Applications Store

More than 10,000 downloads in the first few days of launch

**Mumbai, March 05, 2010:** Vodafone Essar, one of India's leading cellular services providers, today announced that its recently launched Vodafone Mobile Applications Store in India has already seen thousands of downloads of applications by enthused customers.

The Vodafone Mobile Application store was started on 15<sup>th</sup> February, 2010 in India, offering over 800 applications under various categories like Entertainment, Utility, Finance, Social Networking, Games, etc. These are a mix of Indian and internationally developed applications and serve a diverse range of functions from daily utilities to pure entertainment. The Vodafone Mobile application store will be regularly updated and applications will be added continuously.

With customer interest increasing, Vodafone Mobile Application store has already introduced improved convenience features such as 'tabbed browsing' with Newest Apps, Top Apps and Just for You Apps which offer a customized set of applications as per consumers' preferences. While browsing, all the relevant information about the selected application will be mentioned upfront for the convenience of the customer. The store also features promotional banners featuring the hottest apps in the store, while a strong search engine enables customers to quickly locate what they are looking for.

The application store is available to customers through data enabled handsets. Customers can send a message APP to 111 (toll free) and also access the store through the portal Vodafone live! by clicking a link on the home page. Over 15% of applications are available free of charge while the majority of paid applications are priced in the range of Rs. 5 to Rs. 30.

**Kumar Ramanathan, Chief Marketing Officer, Vodafone Essar said,** "We are delighted to launch the Vodafone Mobile application store which combines an array of facilities for our customers including easy access to information, utilities and entertainment. The mobile applications are affordable and a significant step forward in the growth of mobile data and the future of Mobile internet in India."



Vodafone Mobile Application store has been launched along with global partners Arvato Mobile, a leading global digital content logistics and service delivery platform provider.

#### About Vodafone Essar

Vodafone Essar is the Indian subsidiary of Vodafone Group and commenced operations in 1994 when its predecessor Hutchison Telecom acquired the cellular license for Mumbai. The company now has operations across the country with over 94.14 million customers\*\*.

Vodafone is the world's leading international mobile communications group with approximately 333 million proportionate customers as on 31 December 2009. Vodafone currently has equity interests in 31 countries across five continents and around 40 partner networks worldwide. For more information, please visit [www.vodafone.com](http://www.vodafone.com).

The Essar Group is a diversified business corporation with a balanced portfolio of assets in the manufacturing and services sectors of Steel, Energy, Power, Communications, Shipping Ports & Logistics, and Projects. Essar employs more than 50,000 people across offices in Asia, Africa, Europe and the Americas.

\*\*Figures from Cellular Operators Association of India, January 31, 2010

#### For more information, contact:

Shotorupa Ghosh  
Genesis Burson Marsteller  
Vodafone: +91 9833626674  
Email: [shotorupa.ghosh@bm.com](mailto:shotorupa.ghosh@bm.com)