

# information note

## Vodafone introduces local and STD calls at 1 paisa per second offer in UP East

**Lucknow, November 1, 2009** – Vodafone Essar, one of India's leading cellular services providers, today launched calls at 1paise per second for all local and STD calls for its customers in UP East. To avail this offer, existing Vodafone customers have to do a one time recharge with etop-up or bonus card 64. The 1paise per second rate is valid for calls made to any operator in India. This 1paise tariff comes with a validity of one year and an additional decrement of 50p/daily.

New Vodafone Customers will have to do a first recharge of Rs 69 to avail this benefit, which will also get them a talk time of Rs 5/-. The etop-up and bonus card 64 are easily available across UP East.

Bjas Murthy, Chief Operating Officer, Vodafone Essar - Uttar Pradesh East, "Vodafone has always catered to the specific requirements of its customers. This new STV will enable our customers to enjoy calling their loved ones at an affordable call rate."

### 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 82.84 million customers\*\*. Over the years, Vodafone Essar, under the Hutch brand, has been named the 'Most Respected Telecom Company', the 'Best Mobile Service in the country' and the 'Most Creative and Most Effective Advertiser of the Year'. Vodafone is the world's leading international mobile communications group with approximately 315 million proportionate customers as on 30 June 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, September 30, 2009

### For more information, contact:

Rashmi Tandon/ Himaank Tripathi  
M : +91 98113 02848/ 9873570095