



**Convert your  
mobile into a  
personal  
music player**

**in just Rs. 2.50**

Uninor launches Unlimited Music – unlimited songs unlimited times for 1 full day in just Rs. 2.50

**New Delhi, 19 Jan, 2011:** Uninor today announced the launch of 'Unlimited Music' across all its circles simultaneously. Unlimited Music offers Uninor's customers access to unlimited music from a collection of over 2,50,000 songs at only Rs 2.50 a day. Customers also get access to services of Caller Tune, My Music Station and Ringtones under the same single platform and under one consolidate charge, making it a convenient and user friendly VAS pack.

To subscribe to this unlimited music service, a Uninor Customer simply needs to dial the **toll free number 52222** and request this service. Once subscribed, customers can browse through thousands of popular songs across various genres such as Bollywood, International Hits, Popular Music and even Regional Chartbusters as a part of this service. Uninor has partnered with Hungama, one of India's biggest music content provider at a national level, in addition to tying up with close to 30 regional labels for creating a music repertoire that meet the demands of all our customers anywhere in India.

**“With Unlimited Music, you can start playing songs in the morning and keep the music on non-stop for a full day. Simply said, in Rs. 2.50, your phone becomes your personal MP3 player, and one with a library of over 2,50,000 songs!!,”** said Rajiv Bawa, Executive Vice-President, Corporate Affairs, Uninor.”

The Unlimited Music product will be promoted through a very extensive and aggressive advertising and promotions plan. This will include a brand new TVC

that will premiere on national channels, innovations on music and movie channels and even tie-ups in cinema halls. The campaign will also include outdoor media (hoardings) as well as radio promotions.

“Consumers are sharing their entertainment and lifestyle choices over social networking forums. With the Uninor Unlimited Music, we have taken yet another significant step in providing a unique entertainment product to the end consumer. With this association with Uninor we hope to achieve newer heights in mobile VAS domain,” said Albert Almeida, COO, Hungama Mobile.

“Music on mobiles is big and has potential to become bigger still if done right. We have done away with the per song or per MB complicated and expensive approach. Our music is priced like a satchet but you use it as you use music – not per song, but for the full day,” added Rajiv Bawa.

In addition to the advertising campaigns, Uninor has also planned a number of ground activities to promote 'unlimited music' in various circles.

#### *About Uninor*

Uninor is owned by the Norway based world's 6<sup>th</sup> largest mobile services provider Telenor Group and India's second largest diversified real estate major Unitech Ltd. The Telenor Group has invested INR 6135.63 crores through new shares to hold 67.25% majority stake in the company.

The company holds a pan-India UAS license to offer mobile telephony services in each of India's 22 circles. It has also received spectrum to roll out these services in 21 of the 22 circles. At present, Uninor services are commercially available in the thirteen circles of UP (West), UP (East), Bihar, Orissa, Kolkata, West Bengal, Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Mumbai, Maharashtra and Gujarat.

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