

NOW, EVERY FRIDAY IS 'FRIENDSHIP DAY'!

Reliance launches 'Free Facebook Fridays'

Free Facebook for all GSM pre-paid customers, every Friday

- Unlimited access on Fridays—No data charges, no balance deductions
- Zero browsing charge for sharing posts, information. Chat absolutely free
- Offer part of RCOM's drive to spur Smartphone, data adoption in India

Mumbai, 11 December 2014: Reliance Communications, India's fully-integrated telecom service provider, today announced an exciting '**Free Facebook Fridays**' offer for its pre-paid GSM customers. The offer allows all Reliance pre-paid GSM customers to access the popular social networking site without having to worry about data charges, account balance or deductions from their preferred data pack.

There is a large segment of customers who have a data-compatible phone but are not using the Internet; and there is also an additional segment of customers who use mobile Internet intermittently. **Free Facebook Fridays** provides an excellent opportunity to such customers to explore the Internet, allowing them to connect freely with their friends and family on Facebook, without having to worry about data plans and charges. 'Free Facebook Fridays' is one of the many initiatives RCOM is taking to drive Smartphone penetration and data adoption in the country.

Announcing the launch, **Mr Gurdeep Singh, Chief Executive Officer, Consumer Business, Reliance Communications Limited**, said: "We are delighted to offer this compelling proposition to our customers who have a strong affinity towards Social Networking, especially the youth segment. With this offer of **Free Facebook Fridays**, we believe customers will get an opportunity to connect in an unhindered way; experience the benefits of unfettered Net access, and drive data adoption and Internet penetration in the country."

"Access to Facebook on Fridays without data charges is a great way to discover Facebook and stay connected with friends and family," **Mr Kevin D'souza, Head of Growth and Mobile Partnerships, Facebook India**, said. "Such initiatives by Reliance Communications help make the Internet affordable and get more people to access the Internet in India."

A large segment of customers will use this proposition as a pack-free stepping stone into the Internet space, and then upgrade their Internet usage through Data Packs. Subsequently, customers can buy RCOM data plans which offer **Facebook Free Pre-bundled**. RCOM sachet packs with MRP of Rs 50 to Rs 100 offer unlimited Facebook free, along with a quota of any-use Internet data, while plans with MRP above of Rs 100 offer both Facebook and Whatsapp free, pre-bundled, along with an any-use Internet data quota.

RCOM has the highest data usage per subscriber in the industry, at 752 MB per subscriber per month, and has 29.7 million data customers, including 15.1 million 3G customers.

About Reliance Communications

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Group. The Reliance Group currently has a net worth in excess of Rs 91,500 crore (US\$ 15.3 billion), cash flows of Rs 10,200 crore (US \$1.7 billion), and net profit of Rs 4,700 crore (US\$ 0.8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company has a customer base of over 118 million, including over 2.6 million individual overseas retail customers. Reliance Communications corporate clientele includes over 39,000 Indian and multinational corporations including small and medium enterprises and over 290 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-in-class services spanning the entire communications value chain, covering over 21,000 cities and towns and over 400,000 villages. Reliance Communications owns and operates the world's largest Next-Generation IP-enabled connectivity infrastructure, comprising over 280,000 kilometers of fiber optic cable systems in India, USA, Europe, the Middle-East and the Asia-Pacific region.

For further information, please contact:

Rajeev Narayan

Reliance Communications

Mobile: +91 9310414119

E-mail: rajeev.narayan@relianceada.com

Kumar Abhijeet

Reliance Communications

Mobile: +91 80880334332

kumar.abhijeet@relianceada.com