



**For Immediate Release**

## **Tata Docomo Offers Subscribers Customized Experiences via Syniverse**

*Intelligent policy capabilities provide subscribers with transparency and control when abroad*

**TAMPA, Fla. – Jan. 6, 2016** – Syniverse today announced it is working with Tata Docomo, one of India’s leading telecom service providers, to enable subscribers to manage their mobile expenses. Through this collaboration, Tata Docomo is accessing a Syniverse solution that uses intelligent policy capabilities to allow subscribers to gain control of their data usage through prepaid data passes, volume-based data caps and high-usage alerts.

“Customer centricity and innovation are at the heart of every service that we offer to our subscribers. Our collaboration with Syniverse is the first of its kind in India’s telecom market to empower our customers to manage their experiences and costs,” said Gurinder Singh Sandhu, Head Marketing, Mobility, Tata Teleservices Ltd.

The collaboration with Tata Docomo leverages elements of Syniverse’s intelligent policy portfolio, which helps operators to drive overall profitability for the retail, wholesale and quality aspects of their businesses. Collectively, the full portfolio uses real-time data to gain an instantaneous view of individual subscribers to enable operators to deliver personalized experiences and competitive pricing plans for each subscriber.

“In the face of ever-increasing competition, mobile operators are focused on increasing revenues and retaining subscribers,” said [Sanjay Kasturia](#), Syniverse’s Vice President and Managing Director of Sales for India. “Through our intelligent policy products, we have developed a comprehensive approach to help operators differentiate their businesses.”

Syniverse’s collaboration with Tata Docomo and its parent company, Tata Teleservices Ltd., builds on the growing need for operators across the globe to gain visibility into their networks, increase control of network performance and, in turn, enhance the subscriber experience.

### **About Syniverse**

Syniverse is the leading global transaction processor that connects more than 1,500 mobile service providers, enterprises, ISPs and OTTs in nearly 200 countries and territories, enabling seamless mobile communications across disparate and rapidly evolving networks, devices and applications. We deliver innovative cloud-based solutions that facilitate superior end-user experiences through always-on services and real-time engagement. For more than 25 years, Syniverse has been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere. For more information, visit [www.syniverse.com](http://www.syniverse.com), follow Syniverse on [Twitter](#) or connect with Syniverse on [Facebook](#).

**About Tata Teleservices Limited & Tata Teleservices (Maharashtra) Limited (collectively “TTL”)**

TTL is one of India's leading mobile telecommunications service providers delivering mobile connectivity, content and services to consumers across the country. The company has been at the forefront of redefining the telecom experience in India, launching technologically advanced innovative products and services, playing an enabling role in simplifying consumer lives and expanding digital inclusion. Having a pan-India presence across India's 19 telecom circles, TTL offers integrated telecom solutions to its customers under the unified brand name Tata Docomo and operates its wireless networks on GSM, CDMA and 3G technology platforms. Tata Docomo has been rated amongst the Top 100 Service Brands in the country\*

TTL is one of the most preferred and relied upon data service provider through its integrated data services and is one of the fastest growing player, in the data market across small screen as well as large screen. Additionally, TTL commands a market leadership in the large screen data space with its Tata Photon family of 3G and Wi-Fi products. In non-voice services the company through its wide range of pioneering offerings such as e-Governance, Machine to Machine (M2M) and m-Remittance (m-Rupee) services has helped to improve citizen services, public safety and governance.

TTL is a growing market leader in the Enterprise space and provides end to end integrated Voice, Data and Managed solutions to Large and Small Medium Enterprises through its wider network footprint, better operational structure and enhanced customer service support to deliver incremental value. TTL has a robust and largest fibre optic backbone backhaul network running across 1,00,000 km and with a 25,000 km access network covering key cities which is a huge differentiator in providing seamless data services. With 2000 people TTL's strong enterprise business is present in more than 60 cities across India, works with over 750 partners and over 1600 channel teams.

With its mantra of "open up" the company defines its focus on playing an enabling role in simplifying consumer lives by driving conversations rather than connections.

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