



## Tata Indicom partners with PayMate to offer Flight ticketing for all airlines on the mobile

*~Application on Tata Zone enables subscribers to book tickets for domestic travel~*

**Mumbai, 26 March 2008:** Tata Teleservices Ltd, one of India's largest and fastest-growing telecom networks, and PayMate, India's leading mobile commerce company, have partnered to offer a service that enables 20 million plus Tata Indicom subscriber base to book flight tickets anywhere, anytime on the mobile phone. Tata Indicom is the first telecom operator to go live with PayMate

The service enables real-time flight bookings across all domestic airlines at the best available fares. The service is targeted at frequent fliers on low-cost and full-service airlines who value the convenience of flight ticketing anywhere, anytime via the mobile phone, instead of being limited to Internet access on a computer. Customers need to download this application one-time from Tata Zone to experience the user-friendly service. The charges for the application vary from Rs. 10 for a three-day trial up to Rs 30 a month.

### **The simple steps that make the service work are:**

- Select Origin City, Destination City and Travel Date to get a list of all flights with timings and best fares;
- Choose your preferred flight along with passenger name and email ID; and
- Enter your credit card details over a secure connection and pay to get an instant booking confirmation

Announcing the launch of the service, Mr Pankaj Sethi, President, Value Added Services, Tata Teleservices Ltd, said: "Ticketing has been one of the most popular m-Commerce applications in the mobile telephony space—this is because convenience and flexibility on time are big pull factors. We are excited to partner with PayMate and add flight ticketing application in bouquet of value-added-services."

Commenting on the partnership, Mr Ajay Adishesann, Founder and Managing Director, PayMate, said: "Considering the rapid proliferation of mobile handsets in the country, the cell phone is emerging as the premier device for conducting

transactions. Partnering with a leading player like Tata Indicom will just make this facility available across several million handsets in one go and provide an extremely convenient ticketing channel for customers.”

Tata Indicom and PayMate also plan to offer a range of ticketing applications in the near future—with PayMate built in as a mobile payment option.

PayMate has also partnered with Kingfisher Airlines and launched an SMS-based ticketing service.

**About PayMate India Pvt. Ltd.:**

PayMate India Private Limited is a mobile commerce solutions company based in Mumbai. PayMate India has been spun off by Coruscant Tec, a mobile content developer and aggregator, to offer comprehensive mobile commerce solutions.

PayMate was founded in May 2006 by Ajay Adiseshann, Founder and MD, Coruscant Tec and Co-founder, & Director Probir Roy. In a short span of time PayMate India has partnered with top MNC, State owned and Co-operative Banks to offer its unique mobile payment solution - PayMate. PayMate is already accepted at over 5000 merchants and can be used to pay for purchase online, over the phone and across the counter via the mobile. PayMate is the only Indian company to have been selected by Red Herring among Asia’s Top 100 start-ups two years in succession.

PayMate India is funded by Silicon Valley based Kleiner Perkins Caufield & Byers and Sherpalo Ventures who have helped build some of the world’s leading brands and companies like Amazon, Google, Sun Microsystems. For more information log on to [www.paymate.co.in](http://www.paymate.co.in)

**About Tata Teleservices Ltd**

Tata Teleservices is one of India's leading private telecom service providers. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest CDMA 3G1X technology for its wireless network. Tata Teleservices along with Tata Teleservices (Maharashtra) Limited operates in more than 4000 towns across 20 circles i.e. Andhra Pradesh, Chennai, Gujarat, Karnataka, New Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kolkata, Kerala, Madhya Pradesh and West Bengal. Tata Indicom brand has a customer base of over 21 million.

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