



Press Release – Mobile Number Portability in India

November 25, 2010

Yet another milestone achieved by the Telecom Industry – Mobile Number Portability launch being announced from Haryana Licensed Service Area on November 25, 2010.

COAI and the GSM industry warmly welcomes the implementation of Mobile Number Portability (MNP) in India. It began with the DoT's initiative of MNP project on April 17, 2009 by granting Licenses to two M N P operators Syniverse Technologies India and M N P Interconnection Telecom Solutions India. COAI worked very closely with DoT, TEC and all operators to ensure smooth and early accomplishment of MNP.

Mr. Sanjay Kapoor, Chairman COAI congratulated the Ministry and lauded the efforts of the industry on the successful launch of MNP, and stated that "In spite of the complex Indian Telecom Market, the M N P has been successfully implemented by the unified effort of the, Ministry of Communication, TRAI and the Telecom Industry."

Mr. Sanjeev Aga, Vice Chairperson COAI, said that it is a feat not only for the Industry but for the common man as well, as M N P will provide unprecedented freedom of choice, maximize customer satisfaction and allow service providers to showcase their brand value.

Mr. Rajan S Mathews, Director General COAI stated that "Indian mobility market is a unique experience. It is the most competitive market with ten to twelve players operating in twenty two telecom circles and probably the first in the world to introduce affordability at this scale. Introduction of MNP will further pave the way for more customer freedom and choice.

From a user's perspective, mobile number portability creates an ability to switch mobile network without the possible cost and inconvenience of a change of their telephone number. It also creates for mobile users the benefit of something akin to a personal number. This would remove the last major obstacle to the freedom of choice by consumers and would promote fair and effective competition in the market.

Mr. Mathews further added that "It should be appreciated that MNP is a complex process that involved huge investment by all the operators in terms of upgradation of network, procurement of hardware, software etc. However, the entire industry along with DoT and TRAI has done a remarkable job to implement MNP in a time bound manner to ensure enhanced customer satisfaction and competition in the Indian market."