

## PRESS RELEASE: COAI signs MoU with IMA

The **two major Telecom Associations** of India and Israel, namely, **COAI** (Cellular Operators Association of India), and **IMA** (Israel Mobile & Communications Association) have come forth to confirm the common goal of COAI and IMA to maintain and promote cooperation and understanding in the development of trade and business relations in the field of Cellular Telephony.

EYAL RESHEF, Founder & CEO, Israel Mobile & Communications Association, and SANJAY KAPOOR, Vice Chairman, Cellular Operators Association of India, joined hands to sign a Memorandum of Understanding on 15<sup>th</sup> February, 2010 at Barcelona in the GSMA World Congress Meet.

The Associations believe that the common understanding in the MoU will go a long way towards facilitating trade opportunities, joint ventures, and strategic alliances in the telecom sector between Indian and Israeli companies and will promote the continued aggressive growth of affordable telecom service in their respective countries.

The Associations have agreed to communicate on a regular basis to exchange views and reports on accomplishments and developments in Cellular Telephony.

T.R. Dua, Officiating Director General of COAI, remarked that this alliance is definitely a step ahead towards identification and promotion of potential opportunities for promotion of services from both sides.