



For Immediate Release

AIRCEL INTRODUCES BLYK IN INDIA

India's first Interactive, Youth focused Mobile Service Anytime Anywhere

New Delhi, London and Helsinki, November 19, 2010: Aircel, a leading telecom player with Pan-India operations and a subscriber base of over 48 million, along with Blyk, a UK based organization and pioneers of interactive and multi-media mobile messaging and brand engagements for the youth, today launched "Blyk on Aircel" in India.

This brings a new youth media to India, the largest youth market in the world, with over half of the population comprising of young people. It offers vast growth potential as India is also one of the world's fastest growing consumer and advertising markets.

Gurdeep Singh, Chief Operating Officer, Aircel said, "We at Aircel have always engaged with the youth in innovative ways offering to them a variety of products and services, be it the Aircel Pocket Internet, the Aircel Pocket Apps, INQ - the first social mobile in the country, Aircel Unlimited Dialer Tunes etc. Today the youth comprises over 51% of the total population in India and a large percentage of the youth are using the mobile which then becomes a very powerful medium to interact, engage, entertain and connect with the youth lending them our ears to voice their areas of interest, preferences and views. "Blyk on Aircel" brings for the youth a truly exciting and interactive experience and even great brand engagement. It gives them the best deals i.e. Blyk on Aircel Lifetime membership along with irresistible offers by Aircel such as unlimited dialer tunes up to a period, Aircel Pocket Internet, Music connect and



much more. This therefore, becomes a movement among the youth and opens to them a world of possibilities.”

Antti Öhrling, co-founder of Blyk and chairman of Blyk Media India adds: "Aircel is the perfect partner for Blyk in India, unpretentious, fresh, modern and easy to do business with. They've got an entirely new approach to capturing the consumer market and a strategy for fast growth through innovative consumer offerings. Together we intend to develop “Blyk on Aircel” to become a game-changing engagement media in the Indian market. Additionally, in a much cluttered Indian market youth brands are warmly welcoming a high engagement communication channel like Blyk. We are very confident that both the global and great Indian brands will make use of Blyk on Aircel to connect and engage with the youth audience", continues Antti Öhrling.

“Blyk on Aircel” target audience are the 16-29 year old young people. Users will be sent content by way of messages, both SMS and MMS, across categories i.e. entertainment, sports, lifestyle comprising travel, fashion, wellness, gadgets etc. and other activities such as city specific events, dating & relationships tips, comics and careers advice. As users respond to the content and indicate their preferences, after a period of 6-8 weeks, they are then sent content from their areas of interest and finally that is tailored to their individual preferences which further helps in relevant interaction with the youth and active brand engagements.

The Blyk product will be available in all retail outlets and exclusive Aircel stores which are state-of-the-art experiential zones where the consumers get a first-hand experience on products and applications. It will also be available on the web at, www.aircel.com/blyk

There are over 20 initial launch brands, both local and global.

Always recognized for its high focus on Customer Care and service, Aircel has specialized Customer Care Centres with the latest technology and multilingual



Customer care handling capability. This will help its subscribers to connect better and get the best service.

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About Aircel

Aircel, a part of Maxis Communications Berhad, Malaysia, is India's fifth largest GSM mobile service provider with a subscriber base of over 48 million and is the fastest growing mobile operator in the country. It is the market leader in Tamil Nadu, Assam, North-East and Chennai. . Aircel is now present in 23 Telecom Circles (Mumbai, Pune, Uttar Pradesh East, Uttar Pradesh West, Delhi, Andhra Pradesh, Karnataka, Kerala, Kolkata, Assam, Bihar, Chennai, Himachal Pradesh, Jammu and Kashmir, North-East , Orissa, Tamil Nadu, West Bengal, MP & Chhattisgarh, Haryana, Punjab, Gujarat & Rajasthan) and with spectrum secured for all the remaining circles (a total of 23 circles in India), the company is on track to become a leading Pan-India Operator. For more information, please log on to www.aircel.com

About Blyk

Blyk is a mobile messaging media that works with operators to link young people with brands and other stuff they like. Blyk launched its innovative mobile service in the UK in September 2007 and quickly became known as a leader in mobile advertising, audience engagement, and for its ability to drive unprecedented response rates and return on investment for advertisers. Blyk pioneered the use of interactive text and multi-media messaging as an advertising format, leveraging the most predominant, everyday behaviour of young people (sending and receiving messages on their phones) and enabling young people to communicate with brands in the same way they do with everyone else. Blyk has offices in, Helsinki, London, Amsterdam, Singapore and New Delhi.



For more information, please visit www.blyk.com or www.blyk.in

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