



Reliance India Call partners with SNAP for Prepaid Card Services

Free talk time to India offer for first 1,500 customers

Reliance India Call, the Global Calling Card brand of India's largest integrated telecom service provider Reliance Communications, has teamed up with SNAP prepaid cards to enable their customers, who do not have a credit or debit card, to pay for services online.

"Consistently delivering on superior customer benefits and value has enabled Reliance India Call to build an active and loyal base of over 1.2 Million Global customers", said Mr. V.K. Aggarwal, President, Global Business – Reliance Communications. "This tie-up with SNAP would enhance convenience to our existing customers, as well as enable new customers who do not own a bankcard, or those who do not want to use a bankcard online, to enjoy all the benefits of online commerce – including topping up their Reliance India Call prepaid accounts in order to make high quality, value for money, international phone calls".

To mark the launch of their new partnership, Reliance India Call and SNAP are offering 30 minutes of free additional talk time to India to the first 1,500 customers who use their SNAP Card to register with Reliance India Call / Reliance Global Call's prepaid plan, or those who top-up their existing accounts.

"Until recently, only those with credit or debit cards could take advantage of the savings and convenience of online commerce," said SNAP chief executive Erik Holst-Roness. "But now, with SNAP, everyone can join in, regardless of age or credit status. And our new partnership with Reliance India Call extends those benefits to anyone making international phone calls."

SNAP Cards are available for free at thousands of newsagents and other locations, across the UK and can be topped up at more than 20,000 outlets, including Post Offices. No registration is required. And there are no charges for using SNAP – no monthly payments, no transaction charges, no "topping up" fees. SNAP is like using cash – but safer.

The new partnership between Reliance India Call and SNAP will be officially launched today at the Reliance India Call Asian Lifestyle Show 2007, the annual celebration of British Asian culture and entertainment that is being held at the Olympia Exhibition Centre in London (July 6-8).

Visitors to the three day spectacle of food, fashion, music and entertainment will be able to pick up a free, specially-branded Reliance India Call SNAP Card that can be used just like any other SNAP Card to buy goods and services online.

Offer details

For terms and conditions, please visit:
http://www.snapcard.com/en_gb/offers/relianceIndia.html

About SNAP

The SNAP payment platform and technology were developed by TeleGlobal, a private limited company with offices in London and Geneva. SNAP is an e-money product issued under authorisation from the Financial Services Authority.

For more information about SNAP, and how to make the most of your SNAP Card, please visit www.snapcard.com

About Reliance India Call

Reliance India Call/Reliance Global Call is marketed by Reliance Communications (U.K.) Ltd., an affiliate of Reliance Communications Ltd., India's largest integrated telecom company. Reliance Communications, a Fortune 500 company, ranks among Asia's 6 Topmost valuable telecom companies serving over 34 million customers.

For more information about Reliance India Call / Reliance Global Call, please visit www.relianceindiacall.com

Press contact

For News Media enquiries, please contact Jeff Kaye on 07740 145 943 or email jeff.kaye@snapcard.com

For News Media enquiries, please contact Gaurav Wahi on +91 93229 04680 or email gaurav.wahi@relianceada.com