



## Press Release

### Pan India - Mobile Number Portability Launch 20<sup>th</sup> January 2011

On the occasion of launch of Pan-India Mobile Number Portability service by Dr. Manmohan Singh, Hon'ble Prime Minister of India and Shri. Kapil Sibal Minister for Communications & IT, the Industry stands very proud, for having accomplished a complex and mammoth task in a time bound manner to ensure enhanced customer satisfaction and competition in the Indian market.

Director General, COAI Mr. Rajan S Mathews stated that "MNP has been successfully implemented by the unified effort of the, Ministry of Communication, TRAI and the Telecom Industry. It is a proud moment for all of us.

No other country has introduced MNP as quickly when there was this level of complexity with ten to twelve players operating in twenty two telecom circles , two MNPO's , several ILD and NLD carrier's and over 700 million subscribers. This laudable achievement has been made possible due to the successful **PUBLIC-PRIVATE partnership of Ministry, DoT, TRAI, Service Providers and the MNPO's.**

We would also like to thank **Shri. Kapil Sibal, Hon'ble Minister for Communications & IT** for his visionary leadership and guidance which has helped industry expedite the implementation in a timely and smooth manner to bring to the general public, the convenience of changing their service provider without having to change their mobile numbers.

He further added that the mobile subscribers should acknowledge and appreciate the untiring efforts of the service providers, who have made huge investment for upgradation of network, procurement of hardware, software etc for the benefit of consumer choice. It is time that the Cellular Mobile Industry should be acknowledged for being the main propeller of socio-economic development in the country and an important essential utility sector which provides benefit of access to communication, information to the common man at most affordable prices.

With the introduction of Mobile Number Portability the subscribers will have **FREEDOM OF CHOICE .**

We would like to thank the entire industry along with DoT and TRAI who have done a remarkable job to implement MNP.

---

#### **About COAI:**

The Cellular Operators Association of India (COAI) was constituted in 1995 as a registered, non-profit, non-governmental society dedicated to the advancement of communication, particularly modern communication through Cellular Mobile Telephone Services. With a vision to establish and sustain a world-class cellular infrastructure and facilitate affordable mobile communication services in India, COAI's main objectives are to protect the common & collective interests of its members. Prominent private service providers and the infrastructure vendors are members of COAI, and work closely on various Industry issues.

More about COAI at : (<http://www.coai.com/>)