

Idea Cellular, the first mobile operator to announce the upcoming mobile number portability (MNP) recently has now launched a toll free number 1800-270-0000 to guide over 700 million mobile subscribers on various aspects and procedures of number portability , prior to the national launch of the service on January 20th , 2011. With this, Idea continues to lead the industry in MNP communication through a series of new advertisements.

MNP entitles a mobile subscriber to switch from the existing cellular service provider to any other operator, while retaining the mobile number. The service will be launched across the country on January 20th , 2011 , and the date is also being promoted in the Idea's new ad campaign.

Idea's new Toll Free Number 1800-270-0000 is being promoted through a Television ad launched recently, besides other media platforms. The dedicated helpline will offer all relevant information on the processes and procedures of availing MNP and porting requests from mobile subscribers who wish to Switch to Idea.

Speaking on the new initiative, Anupama Ahluwalia, senior vice president, marketing, Idea Cellular said, "MNP will empower the 700 million mobile consumers in India to exercise choice. Idea has taken the responsibility of making consumers aware about various aspects of MNP. We realise that mobile users are awaiting MNP to switch to a network which offers seamless connectivity across the length and breadth of the country, superior customer service, and affordable and relevant products and services. The Idea MNP Helpline will offer all such information about Idea, and help consumers take informed decisions."

Mobile users across all 22 circles can call up the Toll Free Number 1800-270-0000 and register their requests for porting on the Idea network. Idea has also launched a microsite www.getidea.co.in – an information portal for MNP for the digital users.

Idea is now promoting the Toll Free Number and the Date of MNP launch in the series of new ads. The earlier ads , the first such campaign on MNP in India, showed Idea proposing the idea to unhappy mobile consumers to switch to a network that offers better services , better products & tariffs , and better network , through the message - 'No Idea , Get Idea'.

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