

TATA DOCOMO has collaborated with Stay In Touch Mobile to launch the Offers Near Me location-based advertising service for customers in Andhra Pradesh.

The Offers Near Me service permits customers to receive information about the various schemes introduced by FMCG brands, apparel companies, auto dealers, etc. The information received by the customer depends on the users' location.

Commenting on the service, Sunil Tandon, head non-voice, mobility, Tata Teleservices Limited, said, "Tata DOCOMO is pleased to partner with Stay In Touch Mobile, which specialises in real-time location-based advertising service. We were very encouraged by the pilot results of Offers Near Me, and we are sure this will provide even greater value to our customers, enriching the mobile experience beyond just talking. Offers Near Me is a great VAS offering that will not only keep customers abreast of the latest deals and discounts in their vicinity, but will also ensure greater savings by providing relevant offer details on their phones."

This service is free of charge and to subscribe, customers are required to dial *533*9#.

[About Us](#)

[We are Hiring](#)

[Contact Us](#)

[Subscribe](#)

[Privacy Policy](#)

[Advertise](#)

[Terms & Conditions](#)

Copyright © 2010, tele.net.in All Rights Reserved

