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Reliance GSM switch to BOSS number series

The number starts with 8055 and customers in Maharashtra and Goa can purchase the number of their choice

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AS the current nine number series allotted Reliance Communications Ltd is getting exhausted, the company has come up with its new 'BOSS' number series in Maharashtra and Goa circles. The series is being promoted as BOSS series.

The company has decided to roll out this numbers under the name of BOSS for its similarity in appearance with the numbers 8055. Reliance has

also decided to use this number series as a marketing tool to increase its customer base. However, the BOSS series will be available only on the GSM phones.

CEO of Wireless Business Ravi Santhanam of Maharashtra and Goa circles of Reliance Communications, who was in Pune on Tuesday, made this announcement.

"Reliance Communications has launched its GSM services across Maharashtra and Goa and has received a tremendous response from the sub-



Ashok Maheshwari, VP, sales, Ravi Santhanam, circle CEO - Wireless Business and R.D.Sudhakaram, marketing head launching the new BOSS series on Tuesday.

scribers in the circles. Our new BOSS series reflects the unique success of Reliance Mobile brand in this circle. As part of the rollout of 8055 BOSS series, we will offer our customers in Maharashtra and Goa an equal opportunity to purchase their choice of numbers by sending an SMS."

He added, "This is the first time that we are offering our customers an option to choose from their preferred number."

Department of Telecommunications allotted Reliance

this brand new 8055 number series in Maharashtra circle.

"We are going to use the BOSS series in a big way. It is also for the first time that Reliance is rolling out the mobile series beginning with number '8'. We will use it as a marketing tool to attract more customers," he added.

The series will be available on pre-paid as well as in post-paid platforms. Customers can purchase BOSS numbers by sending an SMS to 567678 by typing 'BOSS' followed by the six digits.