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Airtel launches new 'emergency alert service'

Submitted by Gaurav Mehra on Mon, 12/03/2012 - 22:44 [Company Updates](#) [Telecom Sector](#)
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India's leading telecom service provider, Bharti Airtel has launched a new 'Emergency Alert Service' allowing its subscribers to contact several contacts at the time of an emergency.

The 24x7 Emergency Alert Service will be priced at Rs. 30 for a duration of 30 days and will allow users to send alerts with geographic location to 10 people at the same time through a call. It will also allow the users to send a 'SAFE'

message to all eth 10 contacts.

Subscribers can now activate the service by dialing 55100 and adding up to 10 phone numbers. If they are unable to speak in an emergency that can dial 55100 and call the pre-defined numbers simultaneously. The service will deliver voice and SMS alerts with location details of the user to the saved contacts.

"During an emergency, Airtel mobile customers can now send an alert with their geographic location to their closest 10 loved ones simultaneously with just a call, facilitating an access to easy and quick help," the company said in a statement.

The service is in line with the Fight Back app. The service requires the phone to be connected to a network and a user's pre paid balance is low the service will continue to work.

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