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Airtel launches emergency alert service in India

PTI | Dec 3, 2012, 11.18 AM IST



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NEW DELHI: Bharti Airtel today launched an emergency alert service, enabling its subscribers to send alert message with location details to 10 mobile numbers.



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"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," Airtel said in a statement.

Subscribers can even send a 'SAFE' SMS indication to a pre-defined group of 10 family members and friends and keep them informed of their wellbeing in case when out alone and during any natural calamity or disaster with just one click, it added.

Customers opting for 'Emergency Alert Service' will be charged Rs 30 for 30 days and they can send this alert even if they don't have minimum balance in their account.

To send an emergency alert, the subscribers can call 55100 and the number registered by him or her will receive voice and SMS alerts with location details of the customer.

Airtel customers can also send this alert through SMS by typing HELP in the message box and sending it to 55100 which will be then transmitted on all the 10 numbers.

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