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Mobile & Tabs

Airtel plans to reach out to women subscribers with emergency alert service

TT Correspondent | | 02 Feb 2013



Bharti Airtel, a leading global telecommunications company with operations in 20 countries across Asia and Africa, had launched an innovative 24x7 'Emergency Alert Service' for customers two months back now planning to popularising the plan among the women in the eastern part of the country.

Bharti Airtel (Kolkata & WB) COO Vir Inder Nath said that the company is expecting to reach out to 10 percent female subscribers in West Bengal and Odisha which have one-third of total customer base of around 19 million customers.

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. 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 well-being especially when out alone and during any natural calamity or disaster with just one click.

The innovative emergency alert, the first by an operator in the country, will also find easy adoption by various customer segments including, teenagers, working women, retired population, migrant workers to name a few. It is also a great way to stay connected with friends and families during natural calamities such as tsunami, earthquake, cyclone or disasters like fire & accidents. In addition to providing assurance of safety of the sender, it can also be used to seek help round the clock.

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