
INDIA'S IDEA EXTENDS AND EXPANDS MANAGED SERVICES AGREEMENT WITH ERICSSON

- Three-year contract to manage 2G and 3G networks, as well as field operations
- Ericsson becomes the largest managed services partner for Idea Cellular
- From one circle (or telecom service areas) to five circles

Idea Cellular, the leading mobile services operator in India with 100 million subscribers, has signed an agreement for Ericsson (NASDAQ:ERIC) to provide it with managed services in five circles: Mumbai, Jammu & Kashmir, Himachal Pradesh, North East, and Assam. Ericsson's first managed services contract with Idea was signed in 2007 and the partnership between the two companies has now been extended from one circle to five circles. Ericsson will focus on ensuring better network availability and superior customer experience from Idea's 2G and 3G mobile networks.

As the IT and telecom industries increasingly overlap, opportunities arise for operators to innovate and enter new business models and partnerships. To meet these evolving needs among operators, Ericsson has been developing its ICT competence at its Global Service Center (GSC) in India. This GSC, which is now Ericsson's largest network operation center in the world and has a huge talent pool of more than 5,000 professionals covering all areas of our services portfolio, will play a key role in managing Idea's network. As part of the agreement, about 70 Idea employees will join Ericsson India.

Himanshu Kapania, Managing Director, Idea Cellular, says: "Ericsson is our preferred and largest partner in 2G and 3G operations and will now become our largest managed services partner, too. Ericsson has unmatched global expertise in managed services, with an impressive portfolio. We are confident that this alliance will enable us to optimize our networks and deliver the best services to our customers. This deal will allow us to focus on creating competitive, attractive and appealing offerings for our consumers."

Fredrik Jejdling, President and Head of Region India, Ericsson, says: "We aim to use our considerable resources in India to optimize Idea's networks, thereby ensuring the availability of superior quality services for their subscribers. We welcome the employees who are joining us from Idea. Today, managed services is one of the fastest-growing areas in the telecom industry. With this association, we will gain valuable competence to help us build our services business further."

Under this three-year agreement, Ericsson will be responsible for managing network and field operations, operation and maintenance activities for 2G and 3G sites, network design and planning, network performance improvement, and program management for infrastructure.



Fredrik Jejdling, President and Head of Region India, Ericsson

NOTES TO EDITORS

About Ericsson's Managed Services offering

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business-support systems, to hosting service-layer solutions and providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 contracts for managed services with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 900 million subscribers worldwide.

www.servicestop100.org

Ericsson services media kit

<http://www.ericsson.com/thecompany/press/mediakits/services>

Press backgrounder: Ericsson services

<http://www.ericsson.com/thecompany/press/releases/2012/02/1589023>

Boost of Ericsson's global ICT capabilities in India

<http://www.ericsson.com/news/1537587>

Ericsson enables Idea's Online Application Store

<http://www.ericsson.com/news/1486705>

Ericsson signs three-year GSM expansion contract in India with IDEA Cellular

<http://www.ericsson.com/news/1108014>

Ericsson to supply GSM network and managed services to Idea Cellular in Mumbai, India

<http://www.ericsson.com/news/1172090>

PRESS RELEASE

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Ericsson is the world's leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company had revenues of SEK 226,9 billion (USD 35,0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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