

VSNL ties up with Picsquare

Collaboration enables VSNL to provide online photo sharing and printing

Telecom giant Videsh Sanchar Nigam Limited (VSNL) under TATA umbrella is growing fast to increase its corporate and retail presence with Tata Indicom brand. In its latest bid to increase retail presence VSNL has tied up with Picsquare.com to provide its users with photo sharing, online photo printing and personalized photo products.

With this new service the VSNL's users would be able to order photo prints and personalized photo gifts like mugs, t-shirts, collages, cards, calendars etc. and have them delivered to any place across India. VSNL users can order online through VSNL credit balance without even using their Credit Cards

"It's a great opportunity for us to get associated with VSNL. It would bring awareness regarding our services and the convenience online printing provides. We are looking forward to provide VSNL users with quality photo prints and photo products to immortalize their memories." says Manish Agarwal, IIT-Bombay alumnus and co-founder Picsquare.

"This tie-up will allow VSNL customers to make use of a novel & first of its kind Photo Printing & Sharing service, and is in line with our commitment to offer innovative solutions at affordable prices under the Tata Indicom brand name" says Mukul Sood, Vice President – Content & Applications, Retail Broadband Business of VSNL.

About Picsquare

Formed in December 2005 by two IIT-Bombay alumnus Picsquare aims at reducing the distances between people by enabling them to share photos, print photos and personalized photo products like t shirts, mugs, greeting cards and calendars.

About VSNL

Videsh Sanchar Nigam Limited (VSNL), a member of the US\$29 billion Tata Group, is a leading global communications company offering next-generation voice, data and value-added services to enterprises, carriers and retail consumers. Voted the Best Wholesale Service Provider at the World Communications Awards, 2006, VSNL is one of the world's largest providers of wholesale international voice services and operates one of the largest global submarine cable networks. VSNL's customer base includes 1500 Global Carriers, 450 Mobile Operators, 10,000 Enterprises, 500,000 Broadband and Internet subscribers and 300 Wi-Fi public hotspots.

Rated amongst the Top 100 Emerging Global Challengers by the Boston Consulting Group, VSNL has offices in over 35 countries including the United States of America, Canada, the United Kingdom, South Africa, Singapore, Hong Kong, Sri Lanka and India. VSNL's global transmission network of over 200,000 route kilometers and its IP core with 200 points of presence, enable a range of services that include voice, private leased circuits, IP VPN, Internet access, global Ethernet, hosting, mobile signaling and other IP services.

VSNL (www.vsnl.in) is listed on the Bombay Stock Exchange and the National Stock Exchange of India, and its American Depositary Receipts (ADRs) are listed on the New York Stock Exchange.