



For Immediate Release

Distributed by Blueprint PR, May 2012

Instant inspiration thanks to yuMobile's new lifestyle sms service

Highlights:

- New lifestyle sms service launched by yuMobile
- Service available via short code 362
- Information on losing weight, living well and quitting smoking

Nairobi, xxx May 2012... yuMobile is extending the reach of its SMS services into the lifestyle space with the launch of a new unique text messaging service for its subscribers.

Using Short Messaging Service (SMS) subscribers now get messages on tips that motivate them to live a quality life as they take control of their behavior, diet and lifestyle habits. The services covers 3 main areas of losing weight, quitting smoking and

living well and can be activated by sending an SMS to 362.

Speaking at the launch, Country Manager, Madhur Taneja said:

"There is an obvious increased interest in lifestyle TV programmes and magazines and we are offering our subscribers a more flexible and personalized medium to access this information. It also brings a new perspective on the nascent lifestyle information services available in Kenya."

"PurpleTeal is delighted to go live with this groundbreaking service for yuMobile subscribers." added Narayanan Ram, CEO of PurpleTeal. "yuMobile has taken the lead in bringing this novel service to its subscribers. We look forward to helping their subscribers change their lifestyles."

This service is being provided in association with PurpleTeal, Inc., a US based health services provider. Subscribers can reply to a broadcast SMS or send an SMS to the 362 short code to begin receiving the messages and tips for example, if you want to lose weight, SMS the word "Start Slim" to 362 and follow the instructions.

- End -

About Essar Telecom Kenya Limited

Essar Telecom Kenya is Kenya's fourth mobile cellular network under the brand "yuMobile" launched in December 2008. yuMobile achieved the fastest network rollout speed in the region, by achieving countrywide coverage in approximately 10 months from launch. Currently, the network has a subscriber base of over 2.3M subscribers and offers subscribers competitive call rates.

There are several innovative product and service offerings from the company, including:

- yuCash: a revolutionary mobile money transfer service that offers more convenience to subscribers
- eneza: the first and only fully electronic top-up service in the market
- Dunda: caller-ring back tone with a difference that enables subscribers to have up to 5 different call-backs for different sets of people.
- yuNet: affordable data packages

Visit website: www.yu.co.ke

Essar Group

The Essar Group is a diversified business corporation with a balanced portfolio of assets in the manufacturing and services sectors of Steel, Energy, Power, Communications, Shipping Ports & Logistics, and Projects. Essar Group has a presence in more than 15 countries worldwide. Essar operates an outsourcing services business under the Aegis brand, with over 47,000 employees globally across 39 delivery centres in the Philippines, Argentina, Costa Rica, USA, Africa and India. With a firm foothold in India, Essar Group is focused on global expansion with projects and investments in Canada, USA, Africa, the Middle East, the Caribbean and South East Asia.

Visit website: www.essar.com

ETKL Media Contact:

Sheila Maviala

Head – Brand Communications

Email: sheila.maviala@yu.co.ke

Tel: 0750 110 075

Patrick Mwaura

BluePrint PR

Email: patrick.mwaura@blueprint.co.ke

Tel: 0755 888 834