

Airtel Introduces Emergency Alert Service

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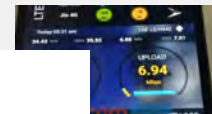


Airtel today announced the launch of an innovative 'Emergency Alert Service' for customers. During an emergency, Airtel mobile customers can now send an alert with their geographic location to their closest 10 loved ones simultaneously with just a call, facilitating an access to easy and quick help.

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.

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PAN INDIA SPECTRUM DETAILS

Circle/Operator	Actual	Validation	Notes
Delhi	0.75%	0.75%	0.75% (1.23 MHz)
Mumbai	0.23 MHz (0.98%)	0.23 MHz	0.23 MHz (2.23 MHz)
Kolkata	0.75%	0.75%	0.75%
Andhra Pradesh	0.75%	0.75%	0.75%
Gujarat	0.75%	0.75%	0.75%
Karnataka	0.75%	0.75%	0.75%

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STEPS TO USE

Activation

Activate service by dialing 55100 and follow menu options. You will be charged INR 30/- for 30 days

Identify your closest 10 loved ones by adding their number by messaging START , , up to 10 numbers

Inform them of your safety

SMS SAFE to 55100 to reassure loved ones that you are safe

Send an emergency alert

When in an emergency and unable to talk, give a call to 55100. Your family will receive voice and SMS alerts with your location details

Need help urgently and cannot decide whom to call? SMS HELP to 55100 and send alert to all your closest 10 loved ones

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