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National News

AIRTEL INTRODUCES EMERGENCY ALERT SERVICE

By [Danish Khan](#) On Dec 3, 2012 11:47 am [Email](#)

India's leading telecom service provider **Bharti Airtel** has introduced a new 24x7 "Emergency Alert Service" to provide its customers with a unique way to stay connected with family and friends during natural calamity and medical emergency such as tsunami, earthquake, cyclone or disasters like fire and accidents.

During an emergency, **Airtel** mobile customers can 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.

The telco reckons that the emergency alert service will find easy adoption by various customer segments including, teenagers, working women, retired population, migrant workers to name a few.

In order to activate the service, **Airtel** users can dial 55100 and follow menu options. Users can identify closest 10 loved ones by adding their number by messaging START <MobileNumber1>, <MobileNumber2>, <MobileNumber3> up to 10 numbers. Users will be charged Rs 30 for 30 days.

In case of emergency, users can give a call to 55100 and their family will receive voice and SMS alerts with your location details.

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