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Airtel New Emergency Alert Service for Women safety

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Airtel brought **Emergency Alert Service** mainly focusing women safety. Emergency messaging service allows the users to inform the geographic location to their pre-defined group of up to 10 mobile numbers of friends and family by sending a single message at any urgent situation across 24x7 schedule.

At any time users can send msg **SMS SAFE** to 55100 to instantly inform loved ones that you are safe and **SMS HELP** to 55100 to inform them that you need help. New service from Airtel is available for all customers in Kolkata, West Bengal and Odisha circles.

Airtel customers need to activate the service by sending a msg and all the 10 members need to accept that msg to join the group.

How to **Activate Airtel Emergency Alert Service**

Just type START or START <space> <1stMobileNumber> <2ndMobileNumber>... and send it to number 55100 or

You can dial 55100 (toll free) to activate the service.

- To accept an invitation type YES<space><YourMobile Number> and SMS to 8527355100.
- To refuse or reject an invitation type NO<space><YourMobile Number> and SMS to 8527355100



Airtel also added Tracking feature along with Emergency Alert service. Besides the normal SMS and OBD alerts, the subscriber's loved ones will receive 3 LOCATION UPDATES at 10 minute intervals, after the initial alert.

Activate or deactivate Airtel Tracking with emergency alerts

- Activated by sending an SMS TRACK<space>ON to 55100.
- Deactivated by sending an SMS TRACK<space>OFF to 55100
- Or Dial 55100 and follow the instructions in the IVR.

Airtel Emergency Alert Service Subscription Charge

Monthly subscription charge of Rs 30 which includes All Alerts, Tracking feature with emergency alert, Account Management via SMS and IVR.

Rs.30 will be charged from main account balance if it fails – Rs.10 will be charged for next 10 days and if this failed to due to balance condition Rs 1.5 for 1 day will be charged.

If Rs.1.5 charge fails then our system will again attempt to charge for up to 72 hours, allowing the subscriber time to recharge their prepaid account