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Press Release

(UNDER EMBARGO SET AT 2:00 PM of 26th November, 2015)

Ringo launches India's cheapest local calling service @ 19 p/min

~Standard call rate across all cities and states with no roaming and STD charges~
~Superior call quality without the need of data connectivity~

Delhi, 26th November, 2015: After breaking ground in the international calling space, Ringo, the low-cost calling app has introduced local calling in India. With the app, Ringo users can call any landline or mobile in the country at a flat rate of 19 p/min, without any additional charges like roaming, STD or top-up cards. Unlike other VOIP apps in the market, Ringo uses telephone networks instead of phone data or the Internet for a phone call, and thus offers superior calling experience, without any call drops.

Ringo is a one of its kind app in India that eliminates all the hassles of communication today, including switching between apps for different calling options, confusing tariff plans, high costs, and low quality calls. It can even make calls if the recipient of the call does not have the app installed. With Ringo's standard rate of 19 paise, it is 90% cheaper than most carriers and 25% cheaper than the most popular calling apps that are Internet based. Additionally, the app offers 50 minutes of free talk time to every user who installs the app for the first time, and 50 additional minutes for every friend a user refers to Ringo.

Intending to revolutionize the domestic calling space in the Indian telecom market with this launch, Bhavin Turakhia, CEO and Founder of Ringo, said, "Our vision has been to make calling across the globe simple, seamless and low-cost for the masses. Our local calling service is not only the cheapest in India right now, but it is also free of typical telecom-related hassles such as STD charges and differential pricing. In a country where 3G penetration is not fairly high throughout, we also have a strong edge over Internet telephony apps, as Ringo calls do not use data, and are comparable in price."

Ringo is able to offer the unprecedented price of 19 p/min by purchasing minutes in bulk at extremely low prices, and passing on the accrued savings to its customers by leveraging top-end technology. Ringo does not use your talktime, by using a unique call flow that connects both the initiator and the recipient of a call via a conference bridge.

Additionally, Ringo also comes with transparent and easy-to-read itemized bills, and makes earning free credits possible by downloading other apps from its *Offers* section.

Commenting on future plans for Ringo, Bhavin added, "Our aim is to become a smart, one-stop calling solution for people across the globe, and local calling in India is certainly our biggest step in that direction."

Current Savings of Ringo against leading telecom carriers:

	Airtel	Vodafone	Idea
Standard Rates (Offnet)	120 p/min	120 p/min	120 p/min
Savings	**90%**	**90%**	**90%**
Special Rates (Offnet)	40 p/min	40 p/min	30 p/min
Savings	**50%**	**50%**	**40%**

(Rates as per Delhi/NCR circle)

Go ahead and make your first Ringo call now.

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About Ringo

Ringo is a calling app that uses a unique call flow to provide high-quality calls at costs that are typically significantly lower than other popular calling options. Ringo calls do not require Internet or data connectivity, and instead make use of traditional phone lines. Ringo provides its users with popular calling options in a single, intuitive app, giving users the power to choose the one that suits them the best. As an app, Ringo is unparalleled in cost, convenience, simplicity and reliability.

Available for download on iOS, Android, Windows phone and at Ringo.co

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