

# Nokia ties up with India's IDEA

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Nokia has tied up with India's IDEA Cellular to provide mobile networks across the subcontinent.

IDEA is one of the country's biggest mobile carriers, and Nokia will be providing its intelligent content delivery system to the company that will allow the company to connect both pre-paid and post-paid subscribers to data services and charge them according to the value of traffic and content. That will make IDEA India's first and only operator to charge differently for data services, thereby increasing its revenue streams, the Finnish mobile giant said Monday.

"Data services usage is on the rise and it was important to not only extend data services to prepaid customers but also charge customers differentially depending on the importance of the service for them," said Vikram Mehmi, chief executive of IDEA Cellular in a news release.

"Nokia's technology combined with strong systems integration capabilities made Nokia the natural choice as we enhance our service machinery to support our increasing data services offering."

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