



## Bharti Airtel Launches 24X7 Emergency Alert Service

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Bharti Airtel has launched a 24X7 'Emergency Alert Service' that will enable its subscribers to send alert message with location details to 10 mobile numbers.



Airtel subscribers can now use this alert service during an emergency to 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. They also have the option to 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.

In order to activate the Emergency Alert Service, subscribers have to call 55100 and follow menu options. After this, they've to identify 10 numbers and add their number by messaging START <MobileNumber1>, <MobileNumber2>, <MobileNumber3> up to 10 numbers. Subscribers opting for this service will be charged Rs. 30 for 30 days and they can send this alert even if they don't have minimum balance in their account. Subscribers can also send this alert through SMS by typing HELP in the message box and sending it to 55100 which will be then transmitted on all the 10 numbers.

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