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Airtel Launches Emergency Alert Services In The Country

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(Before It's News)

Yesterday, Airtel [launched](#) its Emergency Alert Service in the country. With this service, Airtel subscribers will be able to notify 10 numbers - friends and family - of their choice about their location when in a dire situation.

This emergency service is priced at Rs. 30 for 30 days and allows users to register 10 numbers with the company which will be notified in times of an emergency. Be it a terrorist attack, an accident or a natural disaster, subscribers will be able to send an 'emergency alert' or 'emergency SMS' to the registered numbers. Users can call 55100 and the numbers so registered will receive call or SMS alerts about the person's location. Alternatively, the user can send a 'HELP' SMS to 55100 which will then be relayed to all ten registered numbers. Users will be able to send out these alerts even when the balance is minimum.

In an official statement Airtel said, *"During an emergency, Airtel mobile customers can now 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."*

Though SMS may have [passed](#) its prime and [mobile internet](#) is the dominating present and future, emergency services call for quick action and easy access. This is exactly the criteria Airtel's Emergency Service Alert adheres to. No matter how poor the connection, chances of a SMS getting through are high as compared to messages relayed using mobile internet.

Given that our country has a long way to go in providing quick and efficient Emergency Services, I think Airtel has played a business-smart yet customer-centric move by providing this service. I think other operators will follow suit too. Wouldn't you agree?

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