

NTT DOCOMO INC
Form 6-K
April 10, 2014
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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER
THE SECURITIES EXCHANGE ACT OF 1934

For the month of April 2014.

Commission File Number: 001-31221

Total number of pages: 27

NTT DOCOMO, INC.

(Translation of registrant's name into English)

Sanno Park Tower 11-1, Nagata-cho 2-chome

Chiyoda-ku, Tokyo 100-6150

Japan

(Address of principal executive offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

NTT DOCOMO, INC.

Date: April 10, 2014

By: /s/ MUTSUO YAMAMOTO
Mutsuo Yamamoto

Head of Investor Relations

Information furnished in this form:

1. NTT DOCOMO to Introduce New Billing Plan and Discount Services
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NTT DOCOMO, INC.

President and CEO: Kaoru Kato

Tokyo Stock Exchange: 9437

New York Stock Exchange: DCM

April 10, 2014

NTT DOCOMO to Introduce New Billing Plan and Discount Services

NTT DOCOMO, INC., a personalized mobile solutions provider for smarter living, announced today that it will offer a new billing plan and two new discount services for users of its 3G FOMA™ and LTE Xi™ (pronounced crossy) mobile networks beginning June 1.

The new billing plan, called Kake-hodai & Pake-aeru, will enable all Kake-hodai plan subscribers to make nationwide voice calls for a flat monthly rate. Furthermore, the plan enables customers to set and share monthly data quotas with family members and corporate users based on the type of mobile device(s) they are using, and the purposes of their usage. In total, customers will be able to choose from six types of basic monthly fees and seven levels of data-quota sharing (21 levels for corporate users).

If monthly data use exceeds the customer's selected limit, they can continue to use data at the reduced communication speed of 128 kbps maximum, or enjoy their regular data speed for 1,000 yen per 1GB for the rest of the month.

The new Zutto DOCOMO Discount provides savings on a graduated basis for subscribers who have been with DOCOMO for at least six years. Also, the new U25 Ouen Discount offers helpful discounts for budget-minded customers of age 25 or younger.

Transmission speeds are theoretical maximums. Services are provided on a best-effort basis. Speeds may vary depending on network traffic or transmission environments.

Applicable fees for data volumes exceeding a preset limit will be billed automatically.

Xi and FOMA are trademarks or registered trademarks of NTT DOCOMO, INC. in Japan and/or other countries.

Xi is only available to subscribers in Japan.

All other trademarks are the property of their respective owners.

For further information, please contact:

Investor Relations Department

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Attachment

Details of NTT DOCOMO s New Billing Plans and Discount Services

1. Kake-hodai & Pake-aeru

(1) Basic Monthly Charges

Course	Plan (Handset Type)	Basic Charge for 2-year	
		Contract*1 (per subscription)	Voice Call Fee
Kake-hodai Plan	Kake-hodai Plan (Smartphone/Tablet)	2,700 yen	Flat rate*3
	Kake-hodai Plan (Feature Phone)	2,200 yen	
Data Plan (voice calls not included)	Data Plan (Smartphone/Tablet)	1,700 yen	
	Data Plan (Router)	1,200 yen	
Device Plus*2 (M2M only)	Device Plus 500	500 yen	
	Device Plus 300	300 yen	
(2-year contract not applicable)			

*1 Two-year contract requires the same subscription for two years. If the customer does not change/cancel their plan/subscription, the contract will be renewed automatically. Cancelling or changing the plan to a non-two-year contract during the contract period (except in the contract renewal month) incurs a fee of 9,500 yen. Information about charges for open contracts and Hearty Discounts will be provided on the company s website. Device Plus 300 is only available with open contracts.

*2 Cannot be applied individually; must be combined with a Kake-hodai or Data Plan.

*3 Calls to numbers associated with certain services of other companies, such as those starting with 0180 or 0570, are not included in the flat-rate plan.

Additional fee required for access to Internet services, such as sp-mode or i-mode™ (300 yen), per Xi™ or FOMA™ subscriber.

If the customer does not subscribe to a flat-rate Packet Pack, 0.6 yen/ KB (Xi) and 0.08 yen/packet (FOMA) apply for data communication.

SMS transmission costs three yen per message.

For Kake-hodai and Data Plans, a fee of 500 yen/month is applied per additional line.

The above fees do not apply to international calls, or voice/data communication during international roaming.

(2) Packet Pack Monthly Charges (flat rate / per group)

	Plan	Data Quota*1	Quota Sharing	Fee*2
For single subscriptions	Data S pack*3	2GB	Applicable, with conditions*4	3,500 yen
	Data M pack*3	5GB		5,000 yen
For families	Share pack 10	10GB	Applicable up to 10 lines	9,500 yen
	Share pack 15	15GB		12,500 yen
	Share pack 20	20GB		16,000 yen

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	Share pack 30	30GB		22,500 yen
For Raku-Raku SMART PHONE users	Raku-Raku pack* ³	200MB	Not applicable	2,000 yen

*1 When data usage exceeds the monthly quota, communication speed is reduced automatically to a 128 kbps maximum. The speed normally available with the user's Packet Pack can continue to be used for 1,000 yen per 1GB (billed automatically).

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- *2 The amount is applied to a single Data S pack or Data M pack subscription, or to each Raku-Raku pack subscription.
- *3 Also available to corporate users.
- *4 Customers with a Kake-hodai subscription for one handset and a data subscription for another device, both under the same subscriber name, can share data quotas for 500 yen/month, billed to the subscriber's data subscription line.

2. New Discount Services

(1) Zutto DOCOMO Discount (per group)

Plan	Subscription Length* and Monthly Discount				
	1 st (1-5 years; no discount)	2 nd (6-8 years)	3 rd (9-10 years)	Premier (11-15 years)	Gran Premier (from 16 years)
Data S pack	3,500 yen				-600 yen
Data M pack	5,000 yen			-600 yen	-800 yen
Share pack 10	9,500 yen	-300 yen	-600 yen	-800 yen	-1,000 yen
Share pack 15	12,500 yen	-300 yen	-600 yen	-800 yen	-1,000 yen
Share pack 20	16,000 yen	-600 yen	-800 yen	-1,000 yen	-1,500 yen
Share pack 30	22,500 yen	-800 yen	-1,000 yen	-1,500 yen	-2,000 yen
Raku-Raku pack	2,000 yen				-600 yen

* Subscription length is based on customer's main line.

(2) U25 Ouen Discount

Discount	Eligibility	Discount	Bonus Packet	Period
U25 Ouen Discount	Kake-hodai Plan and Packet Pack* for subscribers to age 25	-500 yen/month	1GB/month	Up to the month the subscriber turns 26

* Also available to customers using secondary lines with Share pack 10, Share pack 15, Share pack 20 or Share pack 30, for whom the bonus packet will be added to the data quota of their Share pack.

3. Device Plus (exclusive billing plan for selected devices with embedded modules)

Customers using smartphones, tablets, feature phones, routers or other data communication products as well as also using devices with communication modules (photo panels, healthcare products and wearable devices that are expected to be widely used in the future) are eligible for this low-rate monthly billing plan.

Plan	Fee
Device Plus 500	500 yen/month
Device Plus 300	for 2 year contract* 300 yen/month

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- * 1,000 yen/month for open contracts.
Device Plus must be combined with Kake-hodai or Data Plan.
Products eligible for Device Plus will be listed on the company website and in other documents.
The communication module determines which plan the customer must use.
Data sharing is offered at no extra charge.

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Plan*	Data volume	No. of lines	Fee (per group)
Business share pack 10	10GB	10	9,500 yen
Business share pack 15	15GB	15	12,500 yen
Business share pack 20	20GB	20	16,000 yen
Business share pack 30	30GB	30	22,500 yen
Business share pack 50	50GB	50	37,000 yen
Business share pack 70	70GB	70	51,500 yen
Business share pack 100	100GB	100	73,000 yen
Business share pack 150	150GB	150	109,000 yen
Business share pack 200	200GB	200	145,000 yen
Business share pack 250	250GB	250	180,000 yen
Business share pack 300	300GB	300	215,000 yen
Business share pack 400	400GB	400	280,000 yen
Business share pack 500	500GB	500	345,000 yen
Business share pack 700	700GB	700	480,000 yen
Business share pack 1000	1,000GB	1,000	680,000 yen
Business share pack 1500	1,500GB	1,000	1,000,000 yen
Business share pack 2000	2,000GB	1,000	1,300,000 yen
Business share pack 3000	3,000GB	1,000	1,900,000 yen

* When data usage exceeds the monthly quota, the communication speed is reduced automatically to a 128 kbps maximum. The speed normally available with the user's Packet Pack can continue to be used for 1,000 yen per 1GB (billed automatically). Data quotas can be shared among the maximum number of lines. Business share pack is available to corporate users only. In addition, Data S pack, Data M pack and Raku-Raku pack are also available to corporate users.

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(2) Zutto DOCOMO Discount (per group)

Plan	Subscription Length* and Monthly Discount				
	1 st (1-5 years; no discount)	2 nd (6-8 years)	3 rd (9-10 years)	Premier (11-15 years)	Gran Premier (From 16 years)
Business share pack 10	9,500 yen	-300 yen	-600 yen	-800 yen	-1,000 yen
Business share pack 15	12,500 yen	-300 yen	-600 yen	-800 yen	-1,000 yen
Business share pack 20	16,000 yen	-600 yen	-800 yen	-1,000 yen	-1,500 yen
Business share pack 30	22,500 yen	-800 yen	-1,000 yen	-1,500 yen	-2,000 yen

* Subscription length is based on customer's main line.

5. Applicable Customers

Xi or FOMA subscribers.

6. Current billing plans

Applications for current Xi billing plans and related discount services will be accepted until August 2014.

Applications for current FOMA billing plans will continue to be accepted.

Prices in this press release do not include tax, unless noted otherwise.

Xi, sp-mode, i-mode, and FOMA are trademarks or registered trademarks of NTT DOCOMO, INC. in Japan and/or other countries.

Xi and sp-mode are only available to subscribers in Japan.

All other trademarks are the property of their respective owners.

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