

# CHARGEABLE BLUE TICK TO ROLL OUT IN INDIA IN A MONTH: ELON MUSK

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Elon Musk

Twitter's chargeable blue tick verification service is expected to roll out in India in "less than a month", the microblogging platform's new owner, billionaire Elon Musk has said.

Earlier this month, Mr. Musk announced that the verification blue tick in front of a user's name that authenticates an account would be charged \$8 a month.

Twitter's strategy to introduce a monthly charge for the verified badge has polarised users globally.

Mr. Musk, the CEO of electric car maker Tesla Inc, completed his \$44-billion takeover of Twitter in October-end, placing the world's richest man at the helm of one of the most influential social media apps in the world.

## Mass layoffs

He also fired the social media company's four top executives, including CEO Parag Agrawal and legal executive Vijaya Gadde.

Twitter then proceeded to fire a majority of its over 200 employees in India as part of mass layoffs across the globe, ordered by Mr. Musk who is looking to make the blockbuster acquisition work.

"Power to the people! Blue for \$8/month," Mr. Musk tweeted on November 1, and added that the price was adjusted by the country, proportionate to the purchasing power parity.

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