

One97 Communications and Deshonnati (Marathi Daily) enters into a strategic partnership to offer innovative services

New Delhi, December 11, 2008: One97, India's largest and most widely deployed telecom application platform company, today announced its strategic partnership with Deshonnati, Marathi daily to develop highly flexible and robust platform for the users to have access to daily alerts of local news and entertainment in Maharashtra.

Banked on the content delivery platform developed by One97, the tie-up will offer services through the SMS providing Deshonnati a platform to reach its readers in a more personal and interactive manner. The content is highly flexible and can be enhanced from time to time depending upon the need of the customer. In addition to this, the service would be offering real time updates on local Mandi rates giving rural and semi urban consumers.

Speaking on the occasion Mr. Vijay Shekhar Sharma, Managing Director, One97 Communications said "In today's era of communication and information flow, consumers want to get updated of news within seconds. We strongly feel that mobile phones are the best medium for it. This strategic partnership with Deshonnati would assist us in our goal of taking relevant local information like regional news, mandi and bullion rates etc to our end consumers, which impacts their daily lives. Our constant effort has been to come up with services which would benefit our consumer's to the fullest and we hope to sustain it in the future as well."

The consumers would be required to just send a simple SMS to 53030 to avail the services. These services would satisfy the long-standing need of locally relevant information for the consumers while they are on the move.

Mr. Prakash Pohare, MD Deshonnati adds, "Deshonnati along with One97 has created a value proposition for consumers in Maharashtra. Mobile phones these days are the best medium to communicate about the happenings around them. We are happy to associate with One97 Communications as our partner and believe the services like this would bring our newspaper closer to the customers."

About One97Communciations

One97 is India's largest and most widely deployed telecom application platform reaching 97% mobile subscribers in India. Every month more than 150 million unique telecom subscribers perform over a billion transactions on this platform using Voice, SMS and WAP applications. The focus of One97's work is to enable telecom networks in becoming the best and most used media to deliver content, information and intelligent transactions to consumers. Collaborating closely with Telecom Operators, One97 works for enhancing their revenue and profitability. One97 offers intelligent services to telecom as a medium for communicating with their customers and enabling business processes. **For more information:** www.one97world.com

About Deshonnati

Daily Deshonnati is one of the leading dailies of Maharashtra and the largest circulated daily of Western Vidarbha. It was established in 1986 with only one edition. Today it boasts of ten independent editions and spread in 15 out of 35 districts of Maharashtra. **Daily Deshonnati** reaches nook and corner of Vidarbha, Marathwada and Khandesh regions of Central India. **Daily Deshonnati** reaches nook and corner of Vidarbha, Marathwada and Khandesh regions of Central India. This vernacular Marathi language newspaper has proved a channel of social interaction leading to influence positively the social and political policymaking process in the State. The thought provoking editorials of the daily always plays a vital role in this process. Latest and comprehensive coverage, in-depth analysis, down to earth approach to every issue and above all, impartial, free from favour and fearless editorial policy are the characteristics of **Daily Deshonnati** which not only distinguishes it from the others, but also put it one step ahead of the others. This has made **Deshonnati** the first choice of the readers.

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