

One97 Communication to redefine mobile video usage in India

Offers pioneering video based services in India

New Delhi, 11 July 2008: One 97, India's largest and most widely deployed telecom application Platform Company, unveiled their new services for mobile video applications at VAS Asia 2008. The bouquet of services includes the first-of-its-kind Video Portal and "Vringo" in India.

One97 has entered into a strategic partnership with Vringo where users are allowed to set their own visual or video ring tones and choose the video, avtaar, slide show or picture they want their friends to see when they call. Vringo is the first viral mobile application allowing users to seamlessly join a community, then choose, create and share video ringtones. Vringo is a completely hosted, client server based solution which is easy to use and manage.

Speaking on the occasion Vijay Shekhar Sharma, MD One97 said "Customer experience has been at the core of our business and product innovations. As we enter the next generation in mobile technology we are introducing the next big thing in mobile entertainment – Video. Mobile Video applications are the future, it's no longer a question of whether these applications will be available in India, but more of when and how will these applications be available. "

Another solution offering includes the video portal application which will enable feature-rich, personalized video interactivity using innovative options of bringing video content, information, community services, and business to subscribers. The subscribers will be able to access the video portals from anywhere - on the move, at home or in the office — allowing single, easy access for converged personalized video applications.

About One97 Communications

One97 is India's largest and most widely deployed telecom application platform reaching 97% mobile users in India. Every month 140 million unique telecom subscribers perform over a billion transactions on this platform.

Collaborating closely with telecom operators One97 works for enhancing their revenues and profitability. One97's offerings include content, communication and community applications to consumers and enterprises.

Headquartered in New Delhi and funded by SAIF Partners and SVB One97 thrives on disruptive innovation in telecom application space.

More information on One97 is available on www.one97world.com

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