

## One97 and Bharti commence delivering a portfolio of innovative VAS services on the jNetX Convergent Service Platform

**New Delhi, December 13, 2006** - Bharti has launched a USSD Menu Browser and payment gateway as the first application in a series of VAS to be rolled out in the coming months. The USSD Menu Browser enables subscribers to do a VAS content search for content – such as ringtones - residing on different VAS platforms (SMS/IVR/WAP/RBT) and provides a browser for downloading the content. The user can then make payment for the download through an interface with the payment gateway.

One97 and jNetX accomplished the initial network integration and application design in a matter of weeks. This provided Bharti with a virtual launch pad to roll out a host of new and innovative applications. Bharti's market-leading service and innovation teams are now working closely with One97 to define additional services that render clear value to their customers. These services can then be launched very quickly and cost effectively on the jNetX platform, as once the platform is integrated into the network, installing revenue-generating and customer retention-driven services is greatly simplified.

"We are committed to providing Bharti with the best possible solutions to enhance subscriber experience and generate revenue," said **Vijay Shekhar Sharma, the Managing Director of One97**. "The jNetX platform provides us with a carrier class technology framework to continue creating new services for Bharti that will help them lead the Indian telecommunications market. We anticipate that the number and quality of services Bharti will roll out this year on the platform will make a huge impact on the national market."

"Bharti is a market leader in the one of the most promising telecom markets today," commented **Tim Hearon, jNetX General Manager, Asia Pacific**. "This is another significant win for jNetX in the region, and we look forward to working with One97 on optimizing convergent service delivery across all Bharti's regional network circles."

The solution deployed at Bharti includes the jNetX JAIN SLEE standards-based execution environment and a rich set of 3GPP compliant APIs integrated to a number of Bharti network elements. The platform allows for the abstraction of network functionality by mapping complex network protocols into simple Java APIs and exposing these APIs into a carrier class, high performance application server. This technology frees operators to easily and cost effectively deploy new applications such as VPN, iVPN, Roaming applications, USSD, Spam call and message protection services, among others.

### About One97 Communications

One97 is one of India's leading Value Added Service (VAS) supplier and supplies to telecom operators in over 12 GSM circles in India. One97's services are across GSM, CDMA and PSTN networks. One97 provides the full spectrum of VAS services that include interactive USSD, SMS, IVR, contact center services and technology based solutions. One97 offer both pre-fabricated/off the shelf solutions and customized 'one of a kind' solutions to give telecom operators an 'edge' to flourish in today's fast changing world.

### About Bharti Televentures

Bharti Tele-Ventures is one of India's leading private sector providers of telecommunications services with an aggregate of over 21 million subscribers. The company is the only operator to provide mobile services in all the 23 circles in India. Bharti provides mobile, broadband & telephone services, and national and international long distance services mobile. The

company also has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore. The company provides reliable end-to-end data and enterprise services to the corporate customers by leveraging its nationwide fiber optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing station.

### About jNetX

jNetX was founded in 2001 to capitalize on a dynamic emerging technology known as telecom middleware. The company's mission is to develop and market the key middleware components of truly programmable voice-data networks and to make these components pervasive throughout networks worldwide. jNetX's programmable intelligent network middleware components make it possible for carriers and service providers to cut sharply the time and costs of designing, testing, provisioning, and selling more revenue-generating, loyalty-enhancing services. Headquartered in Dallas, Texas, in the United States, jNetX also has offices in London, Moscow, Singapore, and Sophia Antipolis, France.

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