

For immediate release

One97 Communications appoints Sandeep Mirakhur as its COO

One97 Communications, India's largest and most widely deployed telecom application platform company, today announced the appointment of Sandeep Mirakhur as Chief Operating Officer (COO).

Sandeep Mirakhur will lead the Sales and Business Unit Operations at One97. Announcing Sandeep's appointment, Vijay Shekhar Sharma, Managing Director One97 Communications, said "I am confident that Sandeep with his knowledge and experience in the telecom field will help enhance the scalability of our operations on all fronts and ably help driving One97 to greater heights".

Prior to joining One97 Sandeep was with Bharti Airtel Limited for over 12 years. His last assignment was as CMO of Bharti Airtel's West Hub. Sandeep has vast experience in the area of mobile telephony and has closely handled many areas of marketing in this space over the past 16 years.

Sandeep has been a part of the Mobile revolution in India, which made a huge social impact on the lives of Indians and has seen this industry from very close quarters. Taking on the new responsibilities Sandeep said, "I believe that the next wave of growth in mobile telephony will be driven by information, location based services and services that help Mobile operators enhance revenue from the low spending customers. At One97 we will focus on seamless delivery of state of art services and products based on customer insights."

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

For Further details please contact:
Farheen Akhtar
+91 11 46500197
Email: Farheen.akhtar@one97.net