



One97 Communications and Prabhat Khabar enter into a strategic partnership to offer innovative services in Bihar and Jharkhand

New Delhi, 21st October, 2008: One97, India's largest and most widely deployed telecom application platform company, today announced its strategic partnership with Prabhat Khabar, to develop highly flexible and robust platform for the users to have access to daily alerts of local news and entertainment in Bihar and Jharkhand.

In this unique partnership of a VAS player with a print media publication, One97 will provide Prabhat Khabar a platform to reach its readers in an interactive mode. The content is highly flexible and can be enhanced from time to time depending upon the need of the customer.

Speaking on the occasion Mr. Vijay Shekhar Sharma, Managing Director, One97 Communication said "We are very pleased to have Prabhat Khabar as our strategic partner. The services on board will provide immense opportunity for the newspaper to connect to its readers more personally. The services are highly flexible and offer a wide choice for consumers to choose from. "

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 infotainment for the consumers while they are on the move.

Mr. R.K. Dutta, GM, Prabhat Khabar adds , "Prabhat Khabar along with One97 has created a value proposition for consumers who would like to stay abreast of the happenings around them on a personal medium like mobile. We are happy to associate with One97 Communication as our partner and believe the services like this would bring our newspaper closer to the customers".

About One97Communciation

One97 is India's largest and most widely deployed telecom application platform reaching 97% mobile subscribers in India. Every month 140 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 smart services to telecom as a medium for communicating with their customers and enabling business processes. **For more information:** www.one97world.com

About Prabhat Khabar

Prabhat Khabar is the Hindi newspaper, which is circulated in Ranchi, the capital city of Jharkhand. Prabhat Khabar is also amongst the foremost general interest newspaper of the city. This particular newspaper follows civil society journalism. The newspaper always voices the views and news of the common people. The readers of Prabhat Khabar can easily equate and

relate themselves with the newspaper. The sincerity and honesty shown by the newspaper has given the result that there has been a steady growth in the readership and all the readers have been proved to be loyal readers of Prabhat Khabar.

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