

**One97 Communications and Express Network Pvt. Ltd enters into a strategic partnership to offer interactive news and information services to subscribers**

**New Delhi, December 29 , 2008:** One97, India's largest and most widely deployed telecom application platform company, today announced its strategic partnership with Express Network Pvt. Ltd., promoted by The New Indian Express Group, to provide mobile users access to local news and information from South India wherever they are and at their convenience. Services will initially be based on subscription model.

This partnership is in line with One97's objective of empowering mobile users across India with locally relevant information. The service will offer content of The New Indian Express, and its Web- site, [www.expressbuzz.com](http://www.expressbuzz.com), to mobile subscribers through SMS, using the content delivery platform developed by One97. The content will not only be personal and interactive but will also be current and relevant.

The service would enable The New Indian Express Group, an opportunity to meet the growing demand for news delivered throughout the day, in addition to the morning newspaper.

Speaking on the occasion Mr. Vijay Shekhar Sharma, Managing Director, One97 Communications said "Our constant effort has been to come up with services which benefit our consumers to the fullest and we hope to sustain it in the future as well. This partnership would assist us in our goal of enabling the consumers to select and receive information that is relevant and of interest to them. Effectively, people across India can subscribe to this service and receive the latest news and information from South India."

The consumers across India can send a simple SMS to 53030 to avail these services. These services would satisfy the long-standing need of regional news and information for the consumers while they are on the move.

Mr. Mayank Kabra, Assistant General Manager (Marketing,) Express Network Pvt. Ltd., adds, "The New Indian Express Group along with One97 has created a value proposition for consumers across India who would want to be abreast with the latest news from South India. Mobile phones these days are the best medium to communicate and enable us to make the print medium much more interactive. 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](http://www.one97world.com)

**About Express Network Pvt. Ltd.**

Express Network Private Limited is the New Media and Research division of The New Indian Express Group, and manages several online properties including the website [www.expressbuzz.com](http://www.expressbuzz.com) of The New Indian Express, a leading newspaper in Southern India and Orissa. With 2008 re-launch of the newspaper and the associated launch of its website [www.expressbuzz.com](http://www.expressbuzz.com), the New Indian Express Group has become a reliable news provider in keeping with the fast-evolving world of information technology.

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