

“Airtel Live” launched in tie-up with IMImobile

Hyderabad, India, January 2004: Airtel, India’s leading mobile operator, announced the launch of “Airtel Live” – India’s most comprehensive WAP portal with content on movies, music, sports, news and mobile games. IMImobile, a leading global end-to-end enabler of mobile Value Added Services, will be powering Airtel Live as a managed service for Airtel.

Airtel Live will be available to more than 7.5 million pre-paid and post-paid Airtel mobile users across its networks. Airtel Live can be accessed through Voice (by dialing 646), SMS (sending keyword to 646), GPRS (Airtel Live mobile portal) on the web at live.airtelworld.com.

“Airtel Live is a path-breaking initiative using world class technology to drive convergence in the entertainment and communication space. Equipped with feature rich handsets, mobile users are increasingly looking at their cell phones to connect to the hyper space of information and entertainment content and Airtel Live will strive to meet this growing demand for relevant content-available anytime anywhere on their cell phones.” Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said.

Airtel Live is a multi-access entertainment portal on the mobile phone that offers games, color wallpapers, video clips, polyphonic ring tones, music messages, jokes, news, stock tickers etc. Using the cutting edge technology of IMImobile, Airtel Live also offers java games, mobile logos, colored logos, live cricket scores and radio content.