

Latest news from 'The Hindu' now on SMS

Hyderabad, India, March 31, 2006: News updates from The Hindu, one of India's most respected daily newspapers, can now be accessed on mobile phones. One just needs to send an SMS to 6397 and the headlines and features from the leading daily will be there on the cell phone.

The SMS service being launched by The Hindu allows users to obtain news, sports, entertainment, poll updates, and contests on the mobile phone virtually round-the-clock. It will be operational in Tamil Nadu in the first phase. With this new service, readers have the option to get mobile updates on the morning daily.

The Hindu's independent editorial stand, quality, and reliable and balanced presentation of the news have, over the years, won for it the serious attention and regard of millions of readers in India and abroad.

Explaining the need to offer the SMS-based service, a spokesperson of The Hindu said: "We are catering to a generation that is 'always on' - a generation that demands news and information faster than the one that preceded it. Mass television and fast-growing Internet use have made a tremendous difference to the way readers; especially young readers approach or do not approach daily newspapers – and magazines.

"We are also aware that the mobile phone has come to play an important role in our life today. The new service is in line with our tradition to re-invent ourselves in various formats as technology advances."

IMImobile, a Hyderabad based next generation value added services (VAS) enabler, offering mobile value-added services to major Indian telecom companies, will provide backend support and manage the short-code. IMImobile has put in place a content management system (CMS) that will provide content services.

Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said: "The Hindu is not just a newspaper. It is a tradition of good writing with newer, fresher ideas, wonderful design, topical features, and reliable news delivery. To partner this magnificent media house is a dream for anyone and we are pleased to be associated with its mobile version."

IMImobile is a next-generation company that offers managed services to enable quick and cost effective deployment of VAS. It builds the entire VAS network with its leading edge mobile technologies that includes carrier grade messaging platforms, messaging gateways, content management and

service delivery (DaVinci), voice platforms, and a host of handset-based applications and content. IMImobile is equipped to partner and deliver applications anywhere in the world.

The Hindu, launched in September 1878 as a weekly, became a daily in 1889 and from then on has been steadily growing to the current circulation of a million copies and an estimated readership of over 3.50 million.

