

## **IMImobile bags contract to enable Caller Ring Back Tone for BSNL**

**Hyderabad, India, October 2005:** IMImobile, a leading global end-to-end enabler of mobile Value Added Services, has bagged the contract to enable and manage Caller Ring Back Tones (CRBT) for BSNL, India's second largest telecom operator. With the new service, BSNL subscribers will now be able to play back music of their choice to their callers.

BSNL is providing the cellular mobile telephony services across the nation except Delhi & Mumbai and has a subscriber base of approx 16 million. The CRBT services will be available to both prepaid and post paid customers.

"The solution we are providing to BSNL supports CAMEL Phase 3 and can be upgraded to CAMEL Phase 4 standards as and when introduced in BSNL network. Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said. "The BSNL subscribers will be able to avail facilities like caller ID, calendar, multiple ring back tones for individual callers, facility to play back own recordings and gift CRBT among others. Our solution also facilitates the provisioning/activation and content selection via multiple interfaces like IVR, SMS and Web/WAP."

The SMS interface proposed can enable managing a group of caller IDs and allows Natural Text Selection for Ring Back Tones as against Numeric. IMImobile will also develop an IVR interface that supports multi lingual IVR. As part of the content management module, IMImobile will offer a CRBT solution with an open module supporting multiple content providers. Thus, if at a later date, BSNL wants to interface with some new innovative type of content providers directly, then the CRBT system will be able to accommodate for such additional content providers.

IMImobile is not just deploying the service but is also managing its content. The scope of contract also includes provision of hardware and software, hosting infrastructure, billing information and operation & maintenance. The unique managed services model adopted by IMImobile will enable faster return on investments and quicker integration of the service across the country.