

IMImobile deploys Voicemail System for BPL Mobile

- Subscribers can listen to messages on their handset -

Hyderabad, India, July 2004: IMImobile, the country's leading end-to-end enabler of mobile Value Added Services, has introduced the voicemail services for BPL Mobile across its four regions. When not available, subscribers of BPL Mobile in Mumbai, Kerala, Maharashtra and Goa can be left with messages which they can retrieve at their will.

The Voicemail is the Mobile Answer Phone Service from BPL Mobile. It ensures that one does not miss any call when too busy to answer the call or when mobile phone is in switched off/not reachable mode. With this facility, the call will get redirected to a personal voicemail box number, which can be accessed any time.

"Many times when a caller is trying to reach a particular phone, either the phone is busy or switched off, or not reachable. With this voicemail services the caller can now leave a message at the dialed mobile number and the subscriber will not miss anything whatever be his mobile phone status. This is in line with our consistent endeavor to help Mobile Operators provide a world class VAS to their customers." Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said.

Currently, the voicemail box can hold 10 messages of 120 seconds each. The message will remain in the voicemail box for three days. A BPL Mobile subscriber has to simply dial 800 to activate the services, and dial 700 and follow the instructions to retrieve them.