

BSNL & IMImobile services proving popular in North

2 million subscriber base in just 11 months

May 13, 2008, Hyderabad, India: BSNL (Bharat Sanchar Nigam Limited) & IMImobile, the global provider of value-added services to mobile telecoms operators and content owners, today announced that their personalized ring back tone service (PRBT) has passed the 2 million users milestone after launching just a year ago.

IMImobile and BSNL partnered in April 2007 and have achieved fantastic results: 20,000 – 30,000 subscribers a month have been added through the PRBT service. 1 million users were achieved in a record time of just 52 days. IMImobile provides a comprehensive technology platform & regional based content to BSNL in 8 circles of North zone covering the states of Jammu & Kashmir, Himachal, Punjab, Haryana, Rajasthan, UP East, UP West & Uttara Khand.

“It’s a pleasure to partner BSNL and we are delighted to reach this milestone of 2 million subscribers in such a short span of time” Mr. A.R. Vishwanath – CEO and Founder of IMImobile said. “We are delighted at the consumer response and the considerable growth of the BSNL subscriber base over the last one year. Our robust and scalable technology coupled with content management and promotions tailored specifically for Northern India are the driving factors behind this success.”

Speaking on the occasion Mr. Kuldeep Goyal - CMD BSNL said, “BSNL is seriously looking at Value Added Services as engine for future growth. PRBT, branded as BSNL TUNES, is one such service which has not only added to customer delight but also increased VAS ARPU substantially. We chose IMImobile as our PRBT partner after a competitive evaluation process. IMImobile has not only provided us with rich content but also build a robust and scalable platform for this service. IMImobile has proved to be the right choice for these services as we reached 1 million subscribers in a record 52 days of launch and now we have 2 million subscribers using these services, and growing.”