

IMImobile and Indivision TV launch Live News Streaming on Idea network in Kerala

- Live News Streaming on your mobile anywhere anytime -

Hyderabad, India, June 03, 2010: IMImobile, the global technology partner for operators, media providers and enterprises announced that the company has got into an alliance with **Indivision TV**, a leading Malayalam news channel to provide a highly flexible and robust platform for Idea subscribers in Kerala, to access live news broadcast in Malayalam, on their mobile handsets.

Indivision TV live news broadcast is first of its kind voice subscription pack, where users can listen to live news events in Kerala and world. Idea subscribers can listen to the live news in Malayalam on their mobile anywhere anytime, through IVR. Aimed to facilitate Idea Cellular's service of catering to the infotainment needs of consumers; IMImobile will allow users to access latest news at a press of a button while on the move. This live news broadcast service created by IMImobile is first of its kind innovation in the telecom VAS space.

This service can be availed at a basic subscription pack of Rs. 20 a month or through other flexible plan options details of which can be accessed by dialing Toll Free # 52346. Once subscribed, user can listen to the live news updates by dialing 523457 and pay browsing charges of 1 paise per 3 secs. User can also listen to Indivision live news in Malayalam on their mobile by dialing 5234567 @ Rs. 3 per min.

Madhavan Iyer, Vice President Managed Services, IMImobile said, "We are delighted to offer this unique value proposition for both IndiaVision and Idea Cellular to reach out to their respective target audiences. We at IMImobile always offer innovations and have always emphasized on providing a platform to our clients that enables them in reaching a wider audience." He further added, "We are confident that our domain proficiency, in-depth industry knowledge and the innovative technology will prove to be a fruitful association for these two established industry players. Our engagement with both the companies is a further confirmation of IMImobile's deep expertise and clear value add in the delivery of managed value added services."

With nearly 5.5 million subscribers in Kerala, Idea Cellular is the largest telecom operator in the market.

"We always wanted to associate ourselves with the companies who offer a qualitative return to our existing pack of business. This integration with IMIMobile and Idea Cellular will enable us to reach out to the target audiences in a more personalized manner but will also act as an additional support system for our viewers to get live news feed," **added Jamaludeen Farooquee, Resident Director, Indivision TV.**