

IMImobile launches data services for Ncell in Nepal

- Services are first of their kind to be launched in Nepal

Hyderabad, April 19, 2010: IMImobile, the global technology partner in revenue generation for operators, media providers and enterprises today announces the launch of a wide range of data services for over 2.2 million subscribers of **Spice Nepal (brand Ncell)** in Nepal.

The launch provides subscribers ready access to a rich catalogue of content including wallpapers, ringtones, animations, themes and games as well as a host of information and utility services – all discoverable and delivered over multiple channels including SMS, Web and WAP. The portals also act as a one-stop launch pad for users to access popular social networking and web mail services such as Facebook and Gmail. These services have been brought to market for the very first time for Nepal's subscribers.

Spice Nepal is the first private mobile operator in Nepal and launched its services under the Mero Mobile brand in 2005. The company recently rebranded itself and currently provides its services under the new and vibrant Ncell brand. TeliaSonera, a leading European provider of telecommunication services in over 20 markets, owns a controlling stake in Spice Nepal.

Pasi Koistinen, CEO of Ncell commented “We are pleased to partner with IMImobile in launching a range of new mobile data services for our subscribers. Our new brand Ncell reflects our corporate values of being a pioneer in the market and an agile provider of communication services designed to meet and exceed consumers’ needs. We look forward to a long and fruitful relationship with IMImobile and their contribution in strengthening the proposition of our new brand.”

Commenting on the launch, **Vishwanath Alluri, Chairman, CEO and Founder of IMImobile** said “We are very pleased to have been selected by Ncell for the launch of value-added data services for their subscribers. This win and the subsequent launch are testimony to our positioning in the marketplace as an eminent and trusted partner to Operators in revenue generation. The services are powered by our carrier-class DaVinci Service Platform hosted and fully managed in the cloud epitomizing the platform-as-a-service model. IMImobile’s managed services model incorporates content syndication, service creation and delivery, ongoing 24/7 technical support and a business model that minimizes both upfront capital investment and ongoing operational expenses.”

He further added “Our vision as a company is to become the data services backbone for telecom operators globally providing platforms and managed services on a turnkey basis thereby liberating carriers from technology complexities and enabling them to focus on the core activities of customer acquisition and retention.”