

IMImobile partners with BSNL to launch CRBT services for BSNL landline subscribers in Haryana

Hyderabad India, September 8 2009: IMImobile, the leading service creation partner for operators has enabled the launch of the Caller Ring Back Tone (CRBT) service to the BSNL landline subscribers in Haryana. This service enables BSNL landline subscribers in Haryana to set their favorite songs as a ring back tone for their callers.

IMImobile provides the comprehensive technology platform and region based content. This service is already active for the past few months for BSNL Landline subscribers in the four North circles- Punjab, UP East, UP West & Rajasthan.

“Given our experience of CRBT service over mobile we are confident that the CRBT over landline will be a huge success. Our robust and scalable technology coupled with content management and promotions tailored specifically for Northern India are the driving factors behind this partnership,” says Mr. Vishwanath Alluri – Founder & CEO of IMImobile.

BSNL Haryana subscriber can dial 56700 from their landline phones to activate the CRBT service. The monthly rental for the service will be Rs 25 with download charges of Rs 12 per song.

IMImobile has a huge database of 100,000 songs, from the popular Bollywood to regional songs in Haryanvi, Punjabi, Bhojpuri, Rajasthani, to devotional content. IMImobile has specially tailored the content for Haryana’s audiences.