

IMImobile wins New Market Entrant of the Year 2009 award at the UK Trade & Investment (UKTI) India Business Awards 2009

Hyderabad India, September 18 2009: IMImobile, the leading service creation partner for operators has been awarded 'New Market Entrant of the Year' (India into UK) award at 'The UK Trade & Investment India Business Awards 2009' for demonstrating exceptional success as a start-up in the UK market. The award was presented on Thursday evening by Britain's Minister for Trade Investment & Business, Lord Mervyn Davies. Britain's High Commissioner in India Sir Richard Stagg was also present at the ceremony.

IMImobile marked its entry into Europe in November 2008 with the acquisition of UK digital content distribution pioneer dx3. IMImobile Europe was thus formed with a dedicated UK office in London. The strategic expansion into the UK & Europe was furthered in February 2009 with the takeover of the 'Music2You' business division from Nokia Siemens Networks.

IMImobile then acquired Mobytec, the platform powering the award winning Mobyko.com and formed a strategic alliance with Telecom Express, a UK-based provider of interaction services for media owners. These deals and relationships have given IMImobile a strong foothold in the UK and enriched the company's offering for UK and global customers.

"Entering the UK is part of the company's planned strategic growth and fundamental to the company's success," said Mr. Vishwanath Alluri, Founder & CEO of IMImobile. "To be recognised in our first year of operating in the UK by a prestigious body such as the UK Trade & Investment will surely motivate us to greater heights. It is a tremendous achievement by the global team." He added.

The first ever UK Trade & Investment India Business Awards were launched by Britain's then-Prime Minister, Tony Blair in New Delhi in September 2005 as a means to celebrate UK-India relations and recognise India's position as a key global partner. The UK Trade & Investment India Business Awards acknowledge and celebrate the achievements of UK and Indian companies that have found exciting ways of conducting business between our two nations,