

## MyDuniya Services - Beyond Voice

MyDuniya Networks Private Limited, a pioneer in 'Beyond Voice' applications for the mobile consumers, today announced the launch of their next generation consumer SMS applications.

The Indian mobile consumer market is the second largest globally with over 260 million subscribers and targeted to reach 500 million by year 2010. With only 3.9 million broadband connections and about 32 million active internet users, the power of the web reaches a small fraction of the mobizen.

According to Mr Jagdish Kini, Founder and Chairman, MyDuniya Networks Private Limited 'MyDuniya Platform brings processing power of the web and reach of the mobile to provide simple and useful applications that make a difference to the way we live. The digitally separated will immensely benefit from simple and easy to use applications that are supported by MyDuniya'.

Mr K.Ganapathy Subramanian, Founder and CEO, said that 'We have launched our initial services on SMS platform considering that SMS is the most widely used non voice service. Our services are designed with consumer choice, convenience and usability as focal points.'

MyDuniya empowers an entry level mobile user with several convenience services through SMS without the need for GPRS/Internet that spare the trouble of reaching out to a computer. The user, just by sending an SMS, can Send an e-mail Save and retrieve any personal information Send a file to an e-mail address Share and access contact information Interactive Group messaging

MyDuniya is also facilitating enterprises and web portals by providing them a channel to reach out to their mobile consumers. The platform supports two way interactions and can be leveraged for a variety of customised services.

To provide high quality services for the mass market the company is implementing these services using a shortcode - 53695 which is priced at Re1/-only. Currently this is operational with Airtel in Karnataka and will be expanded with national coverage shortly. The company is in dialogue with other operators for integration in the near future.

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