

Mauj Mobile displays all Ten Avatars of Dasavatharam on your mobile!

Extending its superior mobile based content, to the Southern Indian markets, Mauj Mobile has associated itself with the prominent label Sony BMG and premiered topnotch content for the much awaited Tamil starrer - **Dasavatharam** - fashioned innovatively around the movie's characters and script.

Capturing the aura of the superstar - Kamal Hassan on the mobile screen, Mauj has designed a host of interactive content as a part of this tie up. Fans of the legendary Kamal Hassan and Mallika Sherawat will be able to download content ranging from ringtones, themes and animation based on the film's remarkable visuals. Spicing up their services for their south based consumers and taking originality to another level, Mauj has also generated voice portals in Kamal Hassan's voice that double up as curtain raisers for the film.

Speaking on behalf of Mauj Mobile, **Mr. Manoj Dawane, CEO, People Infocom (Mauj Mobile), said**, 'A film as massive as Dasavatharam demands a mobile partner with the ability to package, market and deploy the product across platforms and that's where we stepped in. We have personalized the content by keeping in tune with the theme of the movie, thus managing to capture the movie's essence and contemporary mood. This collaboration was a natural stride towards strengthening our presence in the southern markets and further highlight our commitment towards our esteemed customers'

To download, SMS 57007

Ringtones - Rs 7- Rs 20

Themes - Rs 50

Wallpapers - Rs 10

Videos - Rs 20

To download the Voice Portal SMS to 567696 - Rs 99 subscription / 30p/minute

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