



In today's information driven society, One97 Communications offers innovative services to businesses and organizations to leverage the telecom opportunities. One97 Communications provides localized content, robust platforms for network services and is the perfect partner to take a message to the market via the telecom media.

Launched in December 2000, One97 Communications Pvt. Ltd. has rapidly grown to become an industry leader in the value added, content and network services segment. Widely recognized as a pioneer, One97 continuously sets benchmarks in telecom VAS innovation and creating applications that are unique and relevant in the domestic and international market.

One97 Communications offers an intelligent network infrastructure with a comprehensive range of products and network value added services, which is recognized for its robustness, responsiveness and flexibility. One97 Communication has a proven expertise in provisioning hosted IVR solutions for telecom operators in India and overseas. The company has been successfully implementing and providing hosted value added services for a range of telecom operators including Touchtel, Airtel, Idea, Roshan, Wataniya etc.

A professionally qualified team of engineers, with lightening fast response ability and adaptability to the needs of a demanding market gives One97 the edge in the telecom VAS segment. Technology professionals, sales strategists, content innovators, and telephony consultants – it is the team at One97 which creates unparalleled value for its customers and end users. The team in its Delhi headquarters is over 120 people and growing. The support teams all over India ably assist its pan-India operations.

One97 product development initiatives are well supported by its innovative and energetic product team. The content offering includes a rich variety of logos, picture messages, wall papers, quizzing and gaming applications. These are designed as off the shelf applications for plug & play functionality. There is also a stock of ready to launch applications such as Auction services, bidding services, games, quizzes.

Some of the applications that One97 has developed and successfully executed in the past are as follows.

VAS Applications

Ring Tones Ka Maharaja - This application truly proved to be the numero uno in ring tone downloads. The company generated more than one million minutes on this application in circles with one million-subscriber base, averaging one minute per subscriber!

KBL – The user is expected to answer a series of questions and gets a chance to win exciting prizes.

Location Based Services (LBS)

This platform provides web, IVR and SMS interfaces for querying the location. The service is ideally suited for keeping track of both people and assets. New and innovative LBS, based on filtering and personalization of content by reference to user's physical location, can be built on top of the location based engine, enabling operators to capture revenue from services and acquire subscribers of specific market segment.



M Commerce

One97 Communications has a tie up with one of the leading payment gateways in the country. The platform supports commercial transactions through all VISA and Mastercard credit cards. The M Commerce platform provides a highly secure environment with 128 bit encryption, Digital Certificates from world's largest CA as some of the inherent security features.

Some of the services which are ready to launch

- **M Shopping**
- **Pre paid and Post paid bill collection**
- **On line VAS content purchase**

One97 Communication aims to help its partner organizations maximize their revenues. Our solutions are designed keeping this fact in mind. The solution suite taken together not only increases Average Revenue Per User (ARPU) but also Age on Network (AON).

The mantra for One97 is not technology, but what technology 'can' do. We work with the best technologies in the domain, but never let it come between what the subscriber at the end of the line expects.

Our application ideas come from the constant feedback received from our existing users and customers spread across various geographical locations. Driven by these ideas, One97 strives to create an anytime, anyplace, and anywhere world.

At One97, we capitalize on our 'social software' - something that lies at the very core of our services. It consists of our beliefs, our norms, our sincerity to feedback, and our eagerness to improve. Blended together, these factors enable us to move from commitment to excellence in our business.

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