

NetXcell to raise Rs 12cr PE fund

BS Reporter / Chennai/ Hyderabad April 23, 2008

Hyderabad-based NetXcell, an application service provider for the telecom domain, is in the processing of raising a \$3-million (around Rs 12 crore) private equity fund to expand its sales operations in India and the US besides product portfolio, said executive chairman Dayakar Puskoor.

Our current investors have given their consent for extended funding and we expect to close the transaction during this year, he said here on Tuesday. NetXcell had raised \$1 million (Rs 4 crore) in its first round of funding from Ike Lee, a venture partner of Ignition Partners, and Ruderman Capital last year.

The 72-strong company, which offers technologies like short message service centre (carrier grade messaging platform) and gateways (SMS, unstructured supplementary service data, and WAP), besides interactive voice response (IVR) and voice outbound dialing to telecom operators, is planning to become a value-added services provider for media companies as well.

As part of this, it is set to launch Ad Axis, a mobile advertisement engine that enables delivery of targeted contextual advertisement on the mobile phone.

This product will take NetXcell to new arena mobile advertisements which are currently a few million dollar market but is bound to grow to \$70 billion by 2012. At present, we are in talks with a customer to do a pilot and plan to introduce the product in India and the US this October, Puskoor said, adding that two more products were in the pipeline which would be launched by the year end.

Stating that the company had so far been majorly focusing on Airtel and to some extent on Aircel, garnering 90 per cent revenues from them, Puskoor said the company had implemented its voice outbound dialing solution at all the 11 circles of Idea, which is expected to bring in Rs 2 crore revenue this year.

The eight-year-old company reported revenues of Rs 5 crore for the 2007-08 financial year, and its outlook for the current year is Rs 18 crore.

THE HINDU Business Line

NetXcell investing \$3 m in expansion

Our Bureau

Hyderabad, April 22 NetXcell Ltd, services provider for mobile networks, plans to invest \$3 million (about Rs 12 crore) in expansion in India and the US.

The company on Tuesday said it has launched a mobile advertising platform Ad-Axis to help telecom service providers to reach out advertisements through mobile phones, which it claimed would become the next important revenue stream for telcos.

Addressing a press conference here, the Executive Chairman of NetXcell, Mr. Dayakar Pushkooor, said that the company has had big wins recently including that from Idea for all its circles for outbound dialers for marketing campaigns. It is already working with Airtel and Aircel for SMS-related services and with Lifestyle Communications and Single Point in the US.

Corporate

NetXcell plans VAS foray, to raise Rs.12 crore funds

TT Correspondent | Hyderabad | 23 Apr 2008

NetXcell is all set to launch a mobile advertising engine named 'Ad Axis' which it claims provides a contextual advertising medium to target mobile subscribers. The company is also aiming to raise funds of about Rs.12 crore through private equity.

“This product will take NetXcell to a new arena – mobile advertisements – which is currently a few million dollar market but is bound to grow to \$70 billion by 2012. At present, we are in talks with a customer to do a pilot and plan to introduce the product in India and the US this October,” said Executive Chairman Dayakar Puskoor on Ad Axis.

Puskoor added that the company expects the raising of funds to be closed within this year.

The company generates 90 per cent of its revenues from Airtel and Aircel.



NetXcell looks to expand US, India operations

The latest \$3 million funding to be utilized for expansion

CMN Bureau

HYDERABAD, INDIA: Telecom application service provider [NetXcell](#), which is aiming to post Rs 18 crore revenue in FY 2009, is planning to use its latest funding to expand its product capabilities in the US and India.

The company is raising \$3 million from current shareholders. NetXcell has already received half of this amount. It received its first round of funding of \$1 million from Lee and Brad Ruderman in 2007.

NetXcell's revenue in FY 08 was at Rs 5 crore. In partnership with companies like Airtel, Hutch, Idea, BSNL, Reliance and Aircel, it's next tie-up could most likely be Virgin Mobile.

NetXcell had recently partnered with US-based mobile aggregator Single Point. To expand its product portfolio, the company has also launched Ad-Axis, a platform that enables delivery of targeted contextual advertisement on the mobile phone, which works with [GPS](#) technology.

It is one in the list of five products that the company will launch this year. Ad Axis supports delivery to WAP, Streaming Video and Voice Portals among others.

The company is looking to tap the mobile branding and advertising space with this product suite. The product will be launched in October in India and the US and NetXcell will be a player between the media companies and mobile operators.

NetXcell, started in 2000, develops mobile applications for telecom service providers, enterprise clients and consumers. It has developed products in technologies such as Carrier Grade messaging Platform and Gateways.



NetXcell to raise \$3-million PE funding for expansion

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As part of this, it is set to launch Ad Axis, a mobile advertisement engine that enables delivery of targeted contextual advertisement on the mobile phone.

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The eight-year-old company reported revenues of Rs 5 crore for the 2007-08 financial years, and its outlook for the current year is Rs 18 crore. NetXcell’s clientele base in India includes Airtel, Hutch, Idea, BSNL, Reliance and Aircel.

NetXcell To Raise Rs 12 Crore Through Private Equity

By [Cerius Shah](#) - Wed 23 Apr 2008 12:30 AM PST

[NetXcell](#), a telecom application service provider, is in the process of raising \$3 million (approx Rs 12 crore) through a private equity to fund sales operations in India and the US in addition to its product portfolio, reports [BS](#) quoting executive chairman Puskoor.

Among its VAS services, it provides mobile radio (IVR) and 'Cricket on Mobile', 'Advertising on Mobile' and 'Exam Results on Mobile'. Its client roster includes Airtel, Reliance and Vodafone ([NYSE: VOD](#)) amongst others and claims to garner 90% revenues (No comment on what component) for Airtel. It also operates the 59595 short codes, currently powering VAS on it for Idea. NetXcell had raised \$1 million (Rs 4 crore) in its first round of funding from Ike Lee, a venture partner of Ignition Partners and Ruderman Capital in 2007. It plans to become a VAS provider for media companies and is set to launch Ad Axis, a contextual advertising platform for mobile phones, in India and US in October. The 72 member strong company reported revenues of Rs 5 crore for the 2007-08 fiscal and projects Rs 18 crore for the current year.