



NetXcell Eyes Non-Metro Market

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Mobile Application Service provider, NetXcell, is upbeat about its prospects in semi-urban and rural markets for the coming fiscal. Speaking to Channel World, Debasis Chatterji, Director, NetXcell, revealed that the company is gearing up for newer markets in India.

As part of its market strategy, this year the company is keen to forge working relationships with as many prominent service providers and enterprises as possible to sustain its year-on-year growth rate. NetXcell witnessed a phenomenal 300 percent growth during the last fiscal and has been steadily climbing up at 100 percent Y-o-Y.

Mobile service providers such as Bharti Airtel, Idea, BSNL and Chennai-based Aircel besides corporates such as Eseva, Multi Commodity Exchange, Titan Industries, Deloitte, Visakhapatnam Steel Plant, and OnMobile are on NetXcell's clientele list. Reach Cell - Bulk SMS Channel, MissMobile -Missed Call Alert, USSD Gateway, Auto Talk-Voice Portal and Promo Dial - IVR OBD service are some of the company's premier products in the VAS market.

The company is currently in talks with Reliance Communications (for CDMA), Reliance Teleservices (for GSM) and Virgin Mobile for similar partnerships. Said Chatterji, "NetXcell develops leading mobile applications for telecom service providers, enterprise clients and consumers. Our wireless solutions seamlessly integrate enterprise IT and the wireless environment, thus enabling all the players in the value chain to deploy value-added services quickly and cost-effectively. For instance, our all-India agreement for GPRS services has enabled Bharti Airtel to start and increase its billing in this domain."

The company, which purports to be one of the oldest players in the Value Added Services (VAS) domain, offers cutting-edge technology solutions that are already being used by leading cellular service providers in India and abroad. Apart from technology solutions, NetXcell is a content aggregator for most cellular service providers in India. It designs and markets web-to-wireless technology that expands the capabilities of handheld and wireless communication devices used by mobile professionals and consumers.

The company has recently opened office in Dallas in the US, and is also keen to promote its Middle East business. NetXcell, with its 90-people strong workforce, has done a business of Rs 5 crore during March 2008 and hopes to touch the Rs 18 crore marks in the fiscal year ending March 2009. The company, according to Chatterji, is also excited about Ad Axis, the next generation of its mobile technology and reportedly a comprehensive platform that will enable delivery of targeted contextual advertisements on mobile phones.