

Netxcell partners with Clockwork Mobile for Mobile content management services

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Netxcell Ltd, the pioneers in providing Telecom Application Services today announced its partnership with Clockwork Mobile, a division of Clockwork Films Private Limited, founded by Bollywood Model-turned Actor, Dino Morea. Clockwork Mobile is a licensee of Phonographic Performance Limited (PPL), for sound recording, music and music related content and has been providing mobile content to international operators. Mr. Debasis Chatterji, CEO Netxcell limited today signed an agreement with Dino Morea, Director Clockwork Mobile.

Through this agreement with Clockwork Mobile, Netxcell will be managing all Clockwork Mobile's content, from digitizing audio content, uploading content to operators portals, to producing/generating mobile content, including voice based applications as required by Clockwork Mobile for mobile operators in domestic as well as international markets.

Netxcell is constantly innovating new products and looking for new opportunities to grow in the VAS business. The company believes that Mobile Content like Ringtones, Ring-Back Tones, Full-Track Songs, Wallpapers, Games and so on has a huge existing and future potential and will remain a key driver for Entertainment related VAS revenue, which is over 60% of an operator's VAS revenue (estimated at \$1.2 Billion in India). In order to focus on this opportunity and expand their business in Mobile Content, Netxcell has initiated this partnership.

Commenting on the partnership, **Mr. Debasis Chatterji, CEO, Netxcell** said, *"We are very happy to be associated with Clockwork Mobile, which brings us reach to operators through mobile content business. This partnership with Clockwork Mobile is a step in the right direction for Netxcell and for two reasons. One, our plans for working with mobile content has become a reality. Second, our engagement with Clockwork Mobile is to offer our wide range of technology and services to operators. This is a win-win situation for Netxcell, Clockwork Mobile as well as Operators."*

"Until now Clockwork Mobile has been providing mobile content in limited formats to international operators. But now, we can leverage Netxcell's technological expertise to offer operators much more value addition using mobile content, like running a contest on the operator's voice portal using Bollywood songs as the theme", says **Dino Morea, Director Clockwork Mobile.**

Netxcell has been operating in the VAS Business for over 10 years, providing products and services like Interactive Voice Portal System/Service, Missed Call Alert (MCA), GPRS Activation & Usage Management System/Service, Subscription Services on SMS/USSD/Voice, SMS Gateways, etc. to Mobile Operators.

About Netxcell

Netxcell Ltd., incorporated in the year 2000, kicked off as the first VASP (Value Added Service Provider) in the nation. Netxcell provides seamless mobile solutions to cater to the emerging and demanding trends in wireless technology. Netxcell has been the major content aggregator to service providers in India. Netxcell has been 'The Most Innovative Company Of 2007', and has won award for 'The Best Integrated and Cross Platform Strategy utilizing Mobile Marketing' at MAMA 2009 for Mob smart (Enterprise Voice Messaging Solutions). Netxcell has innovated turnkey messaging solution to Enterprise messaging solution, CRBT and Video Streaming for 3G networks. Having a widespread reach in India, Netxcell is planning to go global and achieve success by providing win-win situations amongst its various clients providing customizable products and enhancing customer satisfaction