

## Voice & Data Connect

"We can develop any product in 60 days flat"

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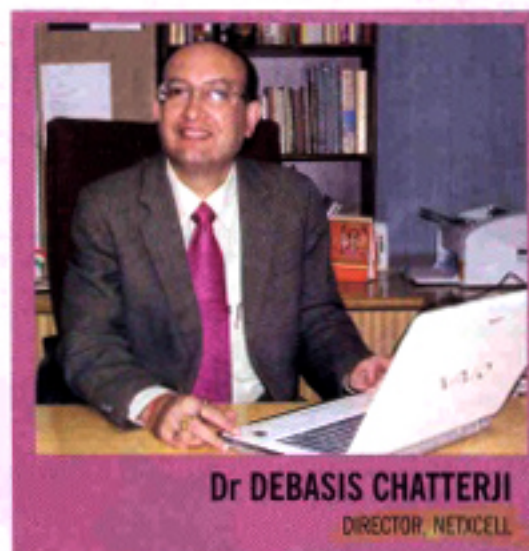
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### "We can develop any product in 60 days flat"

The VAS market in India is crowded with a lot of players, but NetXcell is unfazed by the competition. Dr Debasis Chatterji, Director, NetXcell shares their plans to achieve a 300 percent increase in sales as compared to last FY, despite the recession



**Dr DEBASIS CHATTERJI**  
DIRECTOR, NETXCELL

■ RUTH SAMSON

**{Q}** Tell us a bit about the services offered by NetXcell.

**{A}** NetXcell provides innovative and attractive services using SMS, IVR, WAP and GPS. Our services are targeted to generate more revenue to the mobile operator by focusing on the current market trends. 'Advertising on Mobile' and 'Exam Results on Mobile' in India and these services are the most popular value-added services (VAS) accessed by mobile users. After analyzing the Indian Mobile Industry, NetXcell has identified around 100 such SMS informational and entertainment services which are offering to the mobile operators in different mobile networks in India.

**{Q}** How mature is the Indian market for VAS products vis-a-vis other countries you cater to?

**{A}** VAS market in India is crowded with a lot of players claiming to be offering similar services. While the fact remains that most of these players have not developed products of their own, it is contradictory to what the mature markets have to offer since most of them concentrate on developing of products/services themselves rather than trying to do just do a commissioning job. Hence, maturity is still a challenge in the Indian market while sales/revenue is still a distant dream.

**{Q}** What are the latest trends in the VAS market in India?

**{A}** Video streaming / mobile advertising / cell broadcasting are some of the latest in the offerings. These products have been proved to be successful in the market within India and outside of India based on the research done by us. We already have deployed some of these in the International markets and have been rated the best. Once 3G is launched in the market we will see a lot of products and services being offered which are

different from the current situation.

**{Q}** At a time when VAS has become a mainstay for most SPs, how does NetXcell differentiate its offering from the rest?

**{A}** NetXcell is known for the technological advantage and proactive support that it offers to clients. Since all the products we have deployed have been developed by us, we are confident of resolving any issues within the least TAT and hence are much more confident of our service support at all times. We have aptly positioned ourselves as a player who could develop any product in 60 days flat!

**{Q}** What is your strategy or focus for the coming year?

**{A}** We have a three directional strategy for expanding NetXcell's presence. Firstly, to expand within the Indian markets by offering new services/products to operators; Secondly, to reach out to customers through our B2C initiative (mobiSmart etc) and create a new revenue stream through enterprise services and thirdly, to expand outside India to operators and enterprises. NetXcell has already started working on these areas.

**{Q}** What are the areas (offerings) that you are looking to expand into?

**{A}** Enterprise (bulk SMS + Voice + USSD Push) and 3G products.

**{Q}** Has NetXcell been impacted by the recession? What is your strategy to recover business?

**{A}** NetXcell has been moving very cautiously in the market step-by-step and has not been affected by the recession. It might be of surprise to many analysts that NetXcell will achieve a 300 percent increase in sales as compared to last FY in the time of recession.

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