

Bay Talkitec forays into mobileVAS; launches India's first Video Service Delivery Platform *In deal to enable Rajnikanth fans in Singapore to watch 'Kuselan' clips on their mobiles*

Chennai-based Bay Talkitec, a market leader in the VAS space and pioneer of IVR, evolving to CIM solutions in India, today announced its foray into mobile VAS. The mobile VAS space is among the hottest sectors with a recent Price Waterhouse Coopers report estimating segment revenues at Rs.8400 crores for 2008. The company also launched on the occasion its flagship Video Service Delivery Platform, targeting 2.5G/3G networks. CRBV (Caller Ring Back Video), an offering based on the above platform, is expected to revolutionize the application and utility of the mobile handsets once regulations allow 3G to be rolled out in India. The new platform was showcased at 'CommunicAsia' recently in Singapore to very encouraging trade response. Bay Talkitec has also signed up with Saimira Access Technologies (**part of Pyramid Saimira group**) to provide Singtel users in Singapore, video clips of the forthcoming Rajnikanth blockbuster 'Kuselan' on their mobile handsets, for the first time ever.

Announcing the company's mobile VAS foray, K Sheker, Co-Founder, Bay Talkitec said, "The foray into mobile VAS is a logical extension of our existing business and it will be the future growth engine for Bay Talkitec. With the mobile penetration increasing exponentially and the regulator expected to allow 3G in a few months, our timing of launch with respect to the Indian market is perfect. In overseas markets like Singapore, Malaysia and US, where 3G is rolled out, we are investing heavily in marketing to make significant inroads quickly. We estimate that revenue from VAS services will grow to Rs.100 crores in the next 3 years. Much of the early revenues will be from the overseas markets. The initial response so far has been positive and we intend to ride the global mobile VAS wave aggressively over the next few years."

Bay Talkitec's Video Service Delivery Platform will extend mobile's utility as marketing, entertainment and education medium finding diverse applications in video SMS, video greetings, and mobile TV. Bay Talkitec is talking to leading telecom operators, media players and mobile advertisers across Singapore, Malaysia, US and other 3G-enabled markets for deployment of its platform. Bay Talkitec recently received Series A funding to the tune of Rs.10 crores from NEA Indo US Ventures (which has Vinod Dham, father of the Pentium as its Executive Managing Director). The funds received and the company's internal accruals are being deployed to cover the increased investments in R&D and marketing. Bay Talkitec is also simultaneously strengthening its senior management team in keeping with its unified solutions approach and an increasingly global business strategy.