

FOR IMMEDIATE RELEASE

**Mobile value added services in India poised to witness significant growth in future, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches its Mobile Value Added Services (MVAS) report covering VAS as an alternative source of revenue. Operators have shifted focus towards providing these services in a market which has observed falling ARPU's.*

**Mumbai, India – May 8, 2009** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its MVAS report covering a segment of the telecom industry which is forecasted to grow substantially. The availability of affordable mobile handsets coupled with the changing perception among consumers provides tremendous opportunity for investments in this segment.

The report provides a snapshot of the MVAS market in India, including the market size and growth figures. The revenue sharing model across the value chain as well as the applicability of the various delivery platforms has been highlighted. Industry drivers such as increasing consumer demand, a growing medium for advertising, rising demand for regional content, growing rural market, declining ARPU, rising mobile tele-density and the introduction of 3G based applications are discussed. Challenges identified include a biased revenue sharing model, lack of awareness among consumers, dominance of prepaid customers, lack of copyright protection and authentication standards and feature rich handsets being beyond the buying power of users.

The existing trends in the market have been identified. The future outlook section discusses the various services that are forecasted to grow coupled with their applicability and the corresponding user base. Competition covers the brief profile of the key players in the market including the business outlook for each player.

For more details on the content of each report and ordering information please contact:

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**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to [info@netscribes.com](mailto:info@netscribes.com).

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