

## **MSN India and Mobile 365 Sign up Five Mobile Operators to Deliver MSN Hotmail and MSN Messenger via Two-way SMS**

*New Service to Enhance the Mobile Experience of Over 21.5 Million Customers in India*

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**India, 13.12.2005** - MSN, a leading online destination featuring more than 360 million users worldwide, and Mobile 365, the global leader in mobile messaging and data services, today extend their relationship in Asia by forging strategic mobile alliances with five mobile operators in India.

These five mobile operators include Reliance Infocomm entities - Reliance IndiaMobile (RIM) and Reliance GSM, with a total of over 15 million CDMA and GSM subscribers; Tata Teleservices, one of India's premier mobile and fixed service providers present in over 1,400 towns across 20 circles of the country, with over 7 million CDMA subscribers; and Spice Punjab and Spice Karnataka, both entities of Spice Telecom, which combined have more than 1.5 million GSM subscribers.

Under the agreements, users of MSN Hotmail will have the option to receive email sent to their MSN Hotmail accounts via SMS on their mobile phones—anytime and anywhere they are. They will also be able to reply to those email messages directly to the sender's inbox using SMS, as well as perform other common tasks directly from their phone.

"Operators in India are constantly scouting for new mobile content and applications to satisfy the increasing needs of subscribers for timely information and entertainment. People of various demographics use MSN Hotmail and Messenger to do just that—communicate daily with friends, family, and colleagues around the world using MSN Hotmail/Messenger as a platform for entertainment and information exchange. MSN and Mobile 365 bring the highly popular MSN Messenger/Hotmail access through SMS to give customers a new avenue of freedom, interaction, and mobility," said Rohit Dadwal, Head, Communication Service, MSN South Asia. "The MSN Messenger/Hotmail service via SMS is currently available to 70% of the Indian mobile user base. MSN and Mobile 365 expect to expand the service to cover 100% of the Indian mobile market very soon."

According to Mahesh Prasad, President, Reliance IndiaMobile, "Reliance Infocomm leads the Indian market in the CDMA space. The launch of MSN Hotmail and Messenger via SMS enriches our messaging service portfolio, and offers an effective way for our customers to manage their personal emails while away from the office or home."

The "MSN Messenger over SMS" service is also a form of two-way SMS, enabling users and their MSN Messenger buddies to keep in touch with each other at any time via a PC and any mobile phone that supports SMS technology.

When a user is logged on to MSN Messenger on a PC, he/she can keep in touch with family and friends via their mobile phone simply by creating and saving a mobile MSN Messenger number for each of their buddies.

"As the fastest growing operator in India and with an intense focus on customers, we are pleased to offer this service to our subscribers, empowering them to keep in touch with business associates, families, and friends while on the move," said Pankaj Sethi, Vice President, Content and Applications, Tata Teleservices.

According to the Telecom Regulatory Authority of India in June 2005, there were about 57.4 million mobile subscribers. The market is expected to burgeon to around 200 million subscribers by 2008.

"Spice Telecom is always on the look out for opportunities to augment the mobile telephony experience for all its customers. The added experience of MSN services—such as email and Messenger on the mobile—will provide our customers with an added advantage, when it comes to remaining connected, wherever they are" said Prakash Nanani, CEO, Spice Telecom.

In December 2004, MSN India and Mobile 365 forged similar mobile alliances with Airtel, India's leading mobile service with a strong footprint in 20 states in the country and BPL Mobile, India's best and most trusted mobile phone service provider, to enable their subscribers to access their Hotmail emails and chat with their MSN buddies on SMS anywhere, anytime. In February 2005, MSN India also launched MSN Hotmail and Messenger via two way SMS with Hutch, to its more than 9 million subscribers.

"Being directly connected with more than 180 mobile operators worldwide, we have collaborated with more than 450 brands globally. India represents a huge market for Mobile 365 in South Asia, and we see great potential for us to offer our market-proven expertise in mobile messaging (SMS and MMS) services and strengthen our market presence here, especially in view of the astounding growth in the mobile data market in India," said Matthew Talbot, Managing Director, Mobile 365 Asia. "We remain committed to expanding our business and market presence in India, and working with local partners to quickly realize mobile content revenue."

### **About Reliance Infocomm**

Reliance Infocomm Ltd. is the flagship company of Anil Dhirubhai Ambani Enterprises group, India's largest private information and communications services provider with over 15 million subscribers. Reliance Infocomm has established a pan-India, high-capacity, integrated (wireless and wireline), convergent (voice, data and video) digital network, to offer services spanning the entire Infocomm value chain. The Anil Dhirubhai Ambani Enterprises group is a member of the Reliance Group founded by Shri Dhirubhai H. Ambani (1932-2002).

### **About Tata Teleservices**

Tata Teleservices is one of India's leading private telecom service provider. The company offers integrated telecom solutions to its customers under the Tata Indicom brand, and uses the latest CDMA 3G1X technology for its wireless network. Tata Teleservices currently operates in 18 of the 23-telecom circles i.e. Andhra Pradesh, Chennai, Gujarat, Karnataka, New Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kerala and Kolkata. The company has a customer base of over 7 million. With a planned nationwide footprint across the country, Tata Teleservices will soon be launching its services in rest of West Bengal and Madhya Pradesh.

### **About Spice Telecom**

Spice Telecom, is among the pioneers of cellular services in India, it started its operations in Punjab & Karnataka in 1997. Spice has grown over the years to a combined subscriber base of over 1.5 million users in the states of Karnataka and Punjab. Spice subscribers can roam on national and international networks. In fact, Spice has the highest International roaming coverage involving tie-ups with over 416 International operators across 199 countries. Spice is owned by Mcorp Global, the holding company for the brand, Ashmore Investment & Deutsche Bank are strategic investors in the company.

### **About MSN**

MSN is the world's most popular destination on the Web, attracting more than 360 million visitors per month. Available in 34 markets and 18 languages, MSN provides consumers with their home on the Web. MSN is a world leader in delivering Web services to consumers and digital marketing solutions to businesses worldwide. MSN is located on the Web at <http://www.msn.com>. MSN worldwide sites are located at <http://www.msn.com/worldwide.ashx>. In Singapore, MSN is located at [www.msn.com.sg](http://www.msn.com.sg).

### **About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software—any time, any place and on any device.

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### **About Mobile 365**

Delivering two billion messages per month, Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services, including SMS, MMS, and WAP. With reach to more than 500 mobile operators around the world, Mobile 365 is at the forefront of mobile interoperability messaging and the distribution of premium

content and value-added services. Headquartered in Chantilly, Virginia, USA, Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Kuala Lumpur, Lisbon, London, Madrid, Mexico City, Milan, New Delhi, Paris, San Mateo (California, USA), Shanghai, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, Cingular Wireless, T-Mobile, Telcel, Telefonica, O2, China Mobile, China Unicom, Hutchison, and Airtel. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Yahoo!, and Dunkin' Donuts. For more information, visit: [www.mobile365.com](http://www.mobile365.com).