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For Immediate release

Telecom Regulatory Authority of India

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TRAI releases consultation paper on “Mobile Value Added Services”

New Delhi, 21st July, 2011- The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Mobile Value Added Services”.

With rapid technological developments, mobile phone has evolved from a mere communication device to smart phone with an ability to tap a plethora of information & services. The services provided over a mobile phone today have moved beyond their fundamental role of voice communications to a range of value added services.

Mobile Value Added Services add value to service, enabling the subscribers to use the mobile phone for a host of purposes like sending short messages (SMS), pictures, play games, listen to music, read news headlines, astrology, get flight information, surf Internet, mobile banking including mobile payments etc..

While the computer and internet empowered urban India, it is the mobile which is impacting common man including in rural areas. Mobile phones can provide the solution for bridging the digital divide and make it possible medium for delivering a variety of services and content. Increasing proliferation of mobile services has also created a unique opportunity to deliver all kinds of utility MVAS like banking, health, tele-education and government services to the masses through innovative applications.

In addition to benefiting consumers, MVAS is likely to become a tool for additional revenues, service differentiation, and customer retention for telecom service providers. MVAS is expected to be the next wave for growth and a large chunk of revenue is expected to flow in from MVAS in the near future.

Considering the market potential for mobile value added service in the coming years, a harmonized ecosystem needs to be developed for ushering growth in all the segments of the value added service viz content development, technology platform, content aggregation etc. thereby enabling benefits to consumers and also revenue generation.

With a view to bring out all the aspects of the relevant issues and to provide a suitable platform for discussion, TRAI has initiated this consultation paper suo-motu focusing on future looking regulatory framework for provisioning of Mobile Value Added Services.

Full text of the Consultation Paper is available on TRAI's website (www.trai.gov.in). Written comments on the issues raised in this consultation paper are invited from the stakeholders by 12th August 2011 and counter-comments on the comments by 19th August 2011. The

comments and counter-comments may be sent, preferably in electronic form, to Mr. Rajkumar Upadhyay, Advisor (BB & PA) on the e-mail address advbbpa@traai.gov.in or srobbpa@traai.gov.in. The comments can also be mailed to address given below or faxed to 011-232211998. Comments and counter-comments will be posted on the TRAI's website. For any further clarifications please contact Mr. Rajkumar Upadhyay, Advisor (BB & PA) on 011-23220020.

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