

OnMobile Developer Network crosses 1.1 lakh subscribers with its maiden offering – Antakshari in less than 3 months!

OnMobile Developer Network's first of its kind Speech Applications App Store product, Antakshari, has been successfully received in the market with over 1.1L users accessing the application within the first 3 months of launch. Antakshari is the first of its kind innovative Multi Lingual Speech recognition product to be offered on the Speech App Store. Mobile Antakshari has been developed by Hexolabs, a Mobile VAS product innovation and consulting company, incubated by IIT Kanpur Innovation cell.

Speech based MVAS services will continue to prove popular and relevant to subscribers from regional and rural India who form a dominant share of the growing Indian mobile market. While on one side there is an increase in demand by consumers for timely and local language based speech products, on the other side Speech products are difficult to develop with significant effort and long lead times for development involved. Entrepreneurs like Hexolabs were willing to invest in this technology, but lacked easy development tools to build these products.

At OnMobile we believe that these innovators hold key to the future of the industry. With this vision, OnMobile has taken the initiative to build an ecosystem "OnMobile Developer Network (ODN)" that focuses on fostering the development of innovative speech based MVAS solutions. ODN makes it easy for developers to build multi-lingual speech applications using a simple SDK. Applications developed using this SDK run on OnMobile's robust Industry Standards based Multi Modal Platform, Ozone.

While the business opportunities in the MVAS industry are significant for speech based solutions, there are many challenges like high cost of ownership, market access, domain expertise which have to be overcome. Leveraging its relationships in the industry, OnMobile Developer Network is first-of-its kind "Speech App store" that shares domain expertise, best practices, technology know-how, marketing and operational support. The launch of Hexolab's Antakshari across Idea Cellular's pan-India network and its fast uptake in the market demonstrates ODN's benefits to developers.

Speaking about ODN, Arvind Rao, CEO, Co-Founder and Chairman, OnMobile Global says, *"Our philosophy has been to promote innovation that offers significant economic impact to the customer and the consumer. The OnMobile Developer Network offers a platform for developers to monetize their idea. We are proud to present this platform to innovators as we believe that this will grow the market and will eventually help us all in the long run as it brings more content to the consumer."*

Antakshari From Hexolabs, A case study

Launch date: May 2009

Operators Launched in: Idea Cellular (MM No: 55455 & 55855), *Soon to launch in 2 more operators*

Total Subscribers: 1.1 Lakhs within 3 months!

Available Languages: Hindi, Tamil, Telugu and Malayalam

Repeat Customers: 30%

Antakshari is one of the first applications developed by an OnMobile Developer Network partner that has been launched commercially in the Indian market. Antakshari, brings the popular music competitive capability to the mobile, and is being rolled out by Idea for its customers across India. Idea users will be able to dial 55855 and access this innovative product.

Antakshari is the best demonstration of OnMobile Developer Network's ability to develop and launch complex voice based products using minimal effort to combine multiple components such as **multi-lingual speech recognition**, subscription & billing via Voice and SMS

This multi-lingual speech recognition based game has leapfrogged imagination of speech recognition innovations in Indian Mobile Space. The application recognizes a song sung/ uttered with 90% accuracy. The service pits your musical wits throwing in a new flavor tickling consumer's musical senses in regional languages.

The current version of the application is has already got many users addicted. The next version of this application is all geared up to sweep the market with new feature – **A Multi-Player podium for Antakshari Ustads!**

Mr Rajamanohar, Founder and Chief Strategist, Hexolabs, said, *"We are very enthusiastic about the Antakshari. It has been quite a challenge for the team to create Mobile variation of traditional game Antakshari. I thank the team at OnMobile for their continued guidance in this journey and do hope that more innovators come forward to utilize and explore the full potential of this technologically advanced platform."*

Given the popularity that Antakshari enjoys even today across ages and geographies, Mobile Antakshari has already received a good response. Now if you are driving alone or on a bus ride, Family functions, picnics or an evening with friends....you have a new companion Mobile Antakshari to keep you entertained anytime...anywhere!

While Antakshari is hooking many Indian consumers in its new avatar, keep an eye out for more innovation from OnMobile Developer Network and its partners!

About OnMobile Global

OnMobile is India's largest white labeled VAS company for Mobile, Landline and Media Service Providers. OnMobile offers a one-stop solution for all needs through an innovative array of products in M-commerce, entertainment, media portals & interactive television programming, mobile marketing, user-generated content & social networking, mobile utility, data & 3G, and information & network products. The services are available across a range of channels like SMS, Voice, WAP, USSD and On-Device Portals, enabling end-to-end solutions.