

OnMobile

touching lives



OnMobile Global Limited
Annual Report 2008-09

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touching lives.

We live - We interact - We communicate. That's the essence of being. The power of communication cannot be over emphasized. Because it touches lives. Not just through words, but in infinite ways. Through music. Through silence. Through thought. Through expression. Through emotion. Through games. Through, just about anything.

A mobile was initially made to talk. But it has now evolved into an instrument that touches lives. Billions of lives globally, every moment. We hold it even before our toothbrush and we take it when we go to bed. We hold it dearer than anything else. It's no longer an instrument. It's an identity. It's us!

We rely on our mobile for just about anything, and everything. To put a reminder for a birthday on the calendar. To use the calculator. To listen to our favourite music. There's no room for cameras. The mobile takes care of that too. The moment we take the mobile beyond talking and other routine activities, the paradigm changes. Mobile then becomes entertainment; mobile becomes knowledge, mobile becomes social networking and mobile becomes

commerce. This is what we describe as MVAS (Mobile Value Added Services).

MVAS is a sunrise industry and its power has got mass acceptance. Over the last few years, it has evolved into a Rs. 9,000 crores market.

As leaders in this space, we are at the forefront of this evolution; innovating, bringing exciting new products and services into the hands of millions across the globe. We touched lives, bridged language barriers, empowered consumers to make choices, enabled users to express themselves and make a statement, made their opinion count, safeguarded their precious information and strived to become an integral part of people's lifestyles.

This is just the beginning. With continued growth in the industry and rapid advances in mobile technology, our endeavour is to innovate and launch new services which allow consumers to change the way they live and interact through the mobile.

Welcome to our world. The world of touching lives.



touching lives.
enriching today.

The transformation of mobile phones from an instrument used for calling to a machine empowered by technology to touch lives is nothing short of a revolution. Mobile communication and technology have created a small powerhouse with infinite ways to enrich the human race. It is touching lives in ways unthinkable. And unimaginable. And with it enriching the lives of every life it touches. So profound is its impact that it may go down probably as the biggest invention of all times. Because it has moved beyond just 'hello'. Mobile today is your medium to express, pay, play, inform, be informed, transact, soothe and touch. The boundaries of possibilities keep getting extended every minute. Impossible is nothing for what mobile technology can do. And this is our business. Adding power and emotion to your mobile.

Touch this.

- In Africa where fixed lines never really took off, mobile phones are used to keep in touch with faraway relatives, check market prices, cut better business deals, transfer money and pay bills. Sugar farmers in South Africa receive text messages giving them advice on crop irrigation.

- In southern India, fishermen use text messaging to find the best markets for their daily catch.
- Mobiles are enabling Emergency Services operators to direct assistance to the location of people in distress in a very short period of time.
- Law and order agencies use it extensively to bring peace to the city through service extensions like mobile tracker and cell info display that show the current location.
- Mobiles are used as a radio, as a flash light and are also replacing the alarm clock. On more advanced ones, they are used as a location sensor, accelerometer (detects vector and velocity of motion) and even as a map.
- Mobile informs, and how. Through radio. Through job alerts. Through weather updates. Through GPS. Through news alerts. Through sport updates. Through stock updates. Everything at your finger tip. Anywhere.
- Mobile helps you transact. Mobile commerce is likely to overtake internet commerce in just a few years.

We touch lives. But more importantly, enrich it too.

Giving users choice and freedom



"मुझे म्यूजिक का शौक है, पर हमारे शहर का रेडिओ चैनल तो बस वही दो-चार गाने बार बार घोल के पिलाता रहता है। मुझे चाहिए म्यूजिक में वरायटी, आरजेज की बकबक नहीं ! एक दिन मेरे दोस्त ने बताया कि वह फोन पर एक म्यूजिक सेवा इस्तेमाल करता है..... सैकड़ों चैनल पर बिना ब्रेक के गाने सुनता है, और जब जी चाहे अपनी फर्माइश का गाना बजाता है ! मैंने तो उसी वक्त उस से नंबर लिया और डायल किया ! बस ! फिर क्या था ? मोबाईल अब बन गया मेरा म्यूजिक साथी, और हर समय सुनता हूँ गाने हर वरायटी के ! यहाँ तक कि मेरे पसंदीदा सदावहार गीतों का पूरा चैनल बना डाला है इन लोगों ने ! अब तो म्यूजिक का साथ छूटेगा नहीं !"

"I love music but the boring radio channels in my town just play the same old songs over and over! I like variety and don't want to listen to the nonsense all those RJs keep speaking! One day my friend told me about this great radio service he uses on his mobile, where he can choose from a hundred channels and listen to uninterrupted music and even choose the songs that play! I wanted to try it immediately and he dialled it for me! What fun! My trusty old phone has now become a wonderful music player, and there's even a channel for my favourite evergreen Bollywood songs! Now my music is with me wherever I go!"

Ravindra Gajdei, Cook - Bangalore



touching lives.
powering tomorrow.

There are over four billion mobile users globally today. And many more are added every day. It touches more people than probably anything else since the beginning of civilization. Such is the impact and importance of the mobile that human life is unthinkable without it now. A recent study of Chinese mobile phone customers showed that the majority of them sleep within a meter of their phones. The ease with which technology has converged with mobile communication has created an opportunity of infinite possibilities for tomorrow. Tomorrow will be redefined by what the human race does with the mobile. It has made the first leap. Transforming the mobile from just 'hello' to several possibilities.

Imagine an architect or a fire fighter looking through a building using a mobile empowered with a virtual overlay. Can you imagine the impact? Or a surgeon performing a complicated procedure. Augmented reality can help us understand the unknown in real time. This will lead to greater safety, more flexibility and better health care.

Infinite more ways to touch lives.

Sample this.

- Imagine your phone recognizing your speech and following instructions. Mobile robot?
- Foldable and e-paper displays for mobile devices. Both will enable tiny devices to display data clearly on easily stowed screens.
- Swiping mobile phones instead of credit cards near special point of sales terminals to shop.
- Using the mobile as a security device through advanced biometrics. Fingerprint recognition, voice recognition, and identification through inner ear canal or blood vessels in the ear.
- Your phone knows that you are heading downtown for dinner, and alerts you of traffic conditions or the best places to park.

Life will not be the same again. Thanks to the mobile. We at OnMobile are dedicated to empowering you. By making life simpler and better. Every moment.

We love our business. Because we touch you. Because we empower you. And power your tomorrow.

We are in the business of infinite possibilities.

FROST & SULLIVAN

Users in control

Mobile phones have added a new dimension to the way masses consume information. From being passive, the consumer today dictates the time and the medium of consumption rather than being dictated.

As mobile moved from elite to mass utility service, Television grabbed the opportunity and created a new engagement delivery model along with a new revenue stream for the stakeholders. Currently contests on TV using mobile contribute to over 6 billion messages in a year in the form of polls, quizzes etc. helping television move to a more interactive conversation with its viewers.

The movement from single source of entertainment to multiple forms has forced content evolution. We have left behind an era of one way broadcast to highly interactive one. The users are now being empowered to generate their own content. This change in paradigm has altered the nature of broadcasting, viewership as well as content consumption pattern.



Girish Trivedi, Deputy Director - South Asia Middle East, Information & Communication Technology Practice, Frost & Sullivan



touching lives.
in more ways than one.

OnMobile directly touches and impacts the lives of over 600 million users in 22 countries, handling more than 120 billion calls every year. But that's not all. That we touch the lives of every user is not just our business. Our business is to touch the life of every stakeholder. In more ways than one.

Our customers count on us

We partner with over 90 customers around the world. We support their business of adding value to their customers by innovating solutions, emotions and expressions that touch their customers' lives. We help them grow their business. Add more revenues. More profits. Because there is only so much you can talk. But there is no limit to what you can do.

We bridge that gap between the finite and the infinite.

Inspiring our team to develop a vivid imagination

Our business is all about imagination. An idea can become a revolution. Creativity is the core of our business. And we shoulder the responsibility to ensure creativity and innovation thrives. We inspire our people to understand the power of technology and its

ability to not just give what the customer needs, but what he wants. We are a young company. OnMobile creates the right platform for its employees to deliver innovative solutions again, and again, and again.

Our real business is to create sustainable value

We are in business to create value. Because we are a trustee of our shareowners. We touch the lives of over 21,000 shareowners of our Company by delivering consistent and sustainable shareholder value through qualitative growth, every year. By creating an enterprise that inspires growth. Even in the light of one of the biggest slowdowns the world has seen, we delivered 55% increase in revenue. Because we believe in the power of technology. And because we converge technology with emotions to create a world of endless possibilities.

We deliver.

As we look within, before looking beyond, we like our business of touching lives. In more ways than one.

Report Junction.com



Listening to the voice of the consumer

"Our voice portal has enabled us to reach out to all our subscribers in a language of their choice with no dependency on text. Our customers love that we're talking their language, and not forcing them to use English! The usage figures show they really like the service! Languages like Bahasa have been tested successfully and we're increasing our bouquet of languages shortly.



The enthusiastic adoption of RBT by our subscribers has led to esia achieving the highest RBT penetration in Indonesia. While most such products experience a decline or stagnation in numbers after the initial euphoria, the One-Touch RBT and SMS Search innovations infused new life into the RBT business. It helped deliver significant revenue by increasing the total number of song selections per month as well as the average song selections per user. This easy and dynamic subscription medium offers great choice to consumers such as various subscription billing options & sachet-consumption of products.

Thanks to OnMobile, our VAS offerings have brought smiles to our customers' faces, and helped us overshoot our targets!"

Erik Meijer, Deputy President, Director of Bakrie Telecom



Dear Shareholders,

The year 2008-09 witnessed one of the most demanding market conditions across the globe, and most industries suffered from the impact of a global recession led by the financial meltdown in the western world. Fortunately, the telecom industry in India has been one of the lesser affected industries, and continues to be one of the key drivers of the robustness of the Indian economy and the consumer market. Our established leadership in this huge Indian market was instrumental in our riding out the storm. Due to macroeconomic factors, the year 2008-09 was not typical for companies to perform up to their true potential. In spite of all this, I am happy that OnMobile delivered fairly impressive results even under these prevailing adverse circumstances.

After an exciting and passionate journey in the growing Mobile Value Added Services (MVAS) sector, the year 2008-09 was the year to recharge our energies and

consolidate our industry leadership position. In this direction we took several new initiatives during the year, including a renewed commitment to expand internationally, launch new innovative products, and capitalize on the leadership position we enjoy in the Indian MVAS market. We implemented this by strengthening our senior management team with the appointment of a new President and COO, completing the acquisition of our second company in Europe, and launching several new customer deployments outside India.

I recall my message to the shareholders last year, where I had said that OnMobile will play a significant leadership role in shaping and leading the MVAS sector as it gains momentum throughout the world. In this regard, as thought leaders, the entire OnMobile products team has been launching innovative, first-of product