

# Ringling in a new world

OnMobile Global Limited | Annual Report 2009-10



Namaskar



Hello



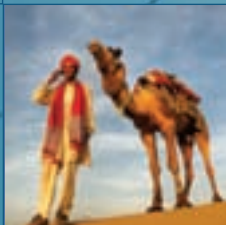
Salaam  
Alaikum



Bonjour



Hola

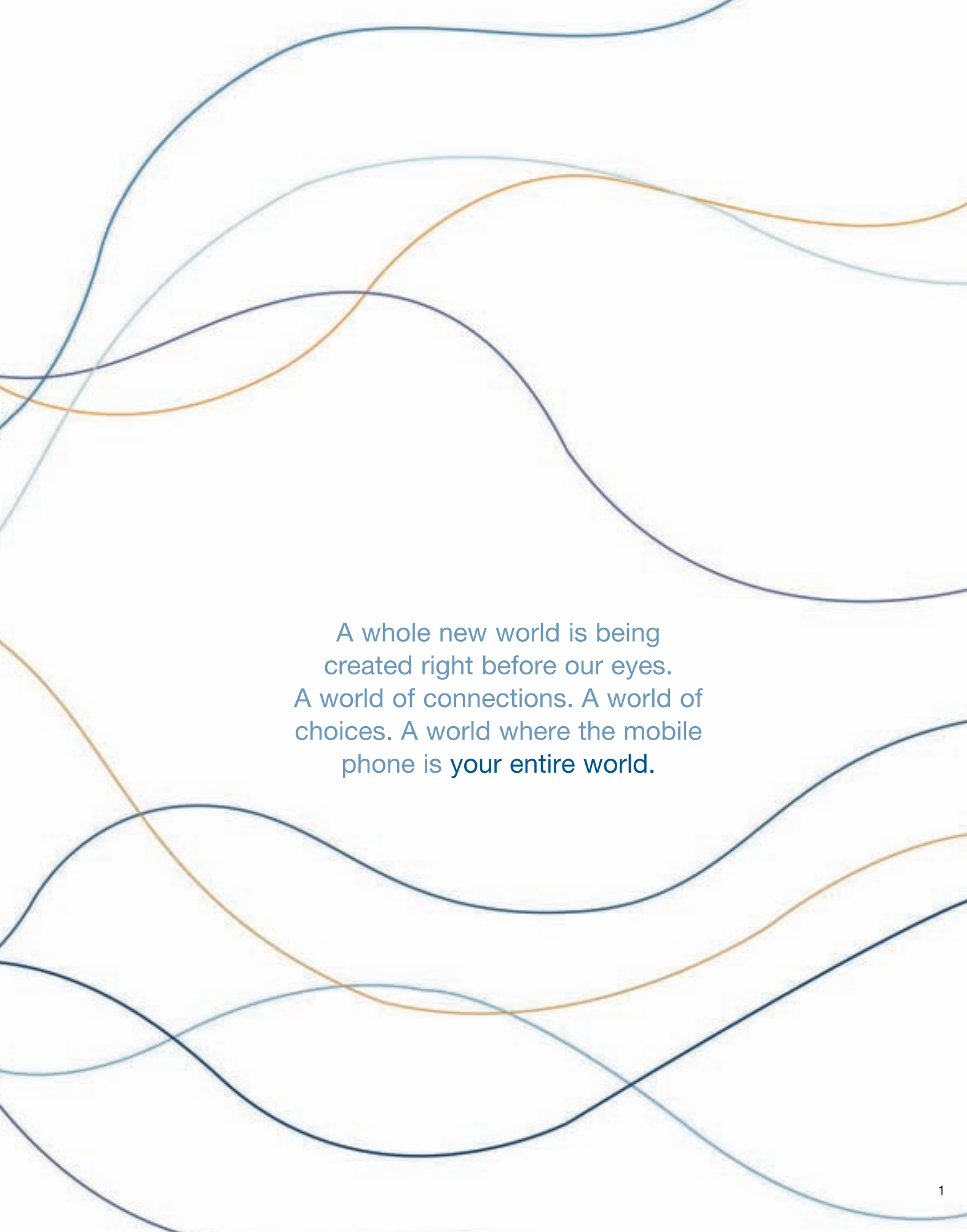


## Corporate Profile

OnMobile Global Limited (OnMobile) is India's largest global Mobile Value Added Services (MVAS) company. Headquartered in Bangalore, OnMobile offers an innovative array of products like Application Based Voice Portals, Network Products, Data Products, Speech Products, Messaging and m-Commerce. The Company's shares are listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) with a market capitalisation of over Rs. 22,743.72 million as on March 31, 2010.

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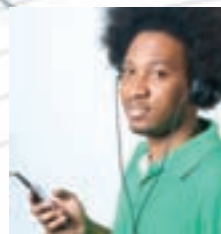
A whole new world is being  
created right before our eyes.  
A world of connections. A world of  
choices. A world where the mobile  
phone is **your entire world.**



Your personal assistant.  
Source of entertainment.  
Ally in social networking.

# Source of knowledge. Mode of payment.

It is a world where all opportunities and experiences are right in the palm of your hand. Ringing in this new world is OnMobile Global Limited (OnMobile). As India's largest Mobile Value Added Services (MVAS) company, we have always been at the cutting-edge of technology and innovation. We have created a legacy of anticipating the needs, wants and desires of millions of people and creating new products, services and solutions to cater to them. And this is just the beginning. As the industry grows and the technology evolves, we are poised to create even more growth and value for all our stakeholders across the globe. Yes! We are ringing in a new world. [Pick up our call!](#)





# Circa 2020.

## A day in the life of your mobile phone.



The mobile phone starts work before you wake up. It checks for problems on the roads and adjusts the time to wake you up accordingly. By the time you have breakfast, it has paid your bills for the month. As you drive to work, you tell your phone to download the latest song from your favourite indie band. At the office gate, you swipe your phone to open the gates of the building.

After office, you search for a place to buy cupcakes. An entire list of bakeries, complete with reviews, pictures and directions comes on your phone. At the bakery, the phone alerts you that a friend is in the vicinity. You click a picture together with your phone which is automatically uploaded on Facebook and Twitter. At home, as you fall off to sleep, the phone arms the security system and dims the lights.





This is the new world that is waiting for us. A world of abundance. A world of convenience. A world where our lives will be enhanced and empowered in ways unimaginable. And ringing in this new world are mobile phones.



*Last year, a hotel in New Zealand installed locks that open with mobile phones.*

# We've made the mobile a passport into the future.



Starting out as a luxury, the mobile phone is a necessity today and is poised to become the primary communication device of the future. As India's largest global MVAS company, OnMobile will play a key role in this transformation.

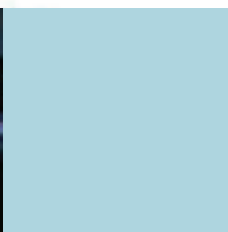
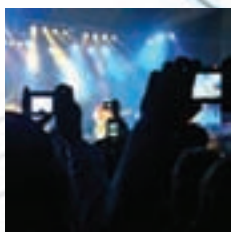


*"I love music, but the boring radio channels in my town just play the same old songs over and over! I like variety, and don't want to listen to the stuff all those RJs keep speaking! One day my friend told me about this great radio service he uses on his mobile, where he can choose from a hundred channels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

- An End Consumer of M-Radio product

Since inception, a decade ago, OnMobile has created a legacy of innovations that have enriched the lives of millions across the world. From basic value added services and products in 2000, the Company's products have evolved over the years to include specialised versions of Ring Back Tones, Search, Radio, Voice Portals, Address Books and m-Commerce.



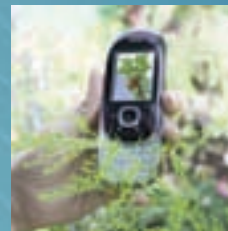


We've brought contests, music, movies, and sports to the most basic handsets. From crop prices to share prices, movie tickets to airline bookings, weather updates to astro forecasts, it's all available at the push of a button. And what's more, all the information and entertainment is customised for your location, and is delivered in your language! Enriching lives, every moment, every day, with innovative products and services, OnMobile is ringing in a new world.

*"Callertunes is nice, but unless my friends set a song, I was still hearing just tring tring! Hello boss?? What about MY entertainment! When I first saw the ad for MySong, I was so excited! Awesome concept! Now I choose a song according to my mood and enjoy it each time I call someone!"*

*- A subscriber of the reverse RBT services*

# OnMobile is poised to become the world's leading MVAS player in the coming years.



Every year since inception, we have added new international customers and geographies to our portfolio. In the last three years, we acquired Voxmobili SA and Telisma SA in France, strengthening our product portfolio and expanding our reach significantly. This year, we expanded our presence in Europe as well as several emerging market nations. From 2004 when OnMobile catered only to Indian customers, to now when the Company has over 220 million international subscribers in 24 countries, it has been an exhilarating and fruitful journey. Currently, our international revenues constitute approximately 25% of our total revenues. This is expected to increase exponentially in the coming years.

*Like India, missed calls are very popular in Germany as a way to say, "I'm thinking of you" or "call me back". "Will give you a missed call when I reach" is a very commonly used phrase.*