

Home » People » Conversations

 Search

**JUST ONE THING**

**Do you think BlackBerry is really an issue?**

Rajesh Aggrawal, Jindal Pipes: "Right now all service providers, other than BlackBerry, have given access to their data."

Sandeep Gupta, Protiviti Consulting Pvt Ltd: "It is not just related to BlackBerry, the regulator has earlier questioned hardware vendors as well."

NK Goyal, Telecom Equipment & Services Export Promotion Council: "No corporation or organisation is more important than national security."

**"Mobile advertising is a recent addition in the Indian advertising market and hence needs some time to mature"**

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**“At this time, that mobile advertising is more focused on those that have ads to be delivered than on those who receive them.”**

Mobile advertising is not being used to its full potential in India. GV Kumar, founder chief executive officer and managing director of mobile technology company XIUS-bcgi spoke to Sandeep Budki about the particular advantages of mobile advertising, and how this market can efficiently be tapped in India. Here are excerpts from the interview:

**What is so special about mobile advertising? How big is the market in India?**

The unique thing about mobile advertising is the fact that the advertiser, instead of sending bulk SMS, can send relevant advertisements to a targeted audience.

Mobile advertising can be based on the profile, demographics, and age of the audience. At its best, mobile advertising has the potential to provide the subscriber with something that he or she wants or needs.

This might be a coupon for a product that I use daily. It might be a discount for a meal in the neighbourhood where I am located. Mobile advertising might also be a means of subsidising mobile health services, enriching the lives of subscribers by allowing doctors to provide services when and where the patient is living at minimal or no cost.

The current mobile advertising market in India is Rs 40 crores, and is expected to grow to Rs 500 crores by 2011.

**What are the reasons for the slow adoption of mobile advertising in India?**

In the very first place, mobile advertising is a recent addition in the Indian advertising market and hence needs some time to mature.

It would be unjust to predict the future of mobile advertising in India without giving it some time. There are also a couple of factors that are responsible for slow response towards mobile advertising in India, like: absence of 3G networks, lack of availability of low cost smart phones and a clear business case for enterprises, mobile operators, as well as brands.

It also seems, at this time, that mobile advertising is more focused on those that have ads to be delivered than on those who receive them. A successful ad should elicit some action from the subscriber, specifically, in most cases that would be making a purchase of the product or service being advertised.

For advertisers to invest in mobile advertising there needs to be a tie between the delivery and receipt of the mobile advertisement and a subsequent purchase, so that there is an evident return on investment to the advertiser, as well as a benefit to the receiver of the advertisement.

**What can be done to popularise mobile advertising in India?**

We at XIUS-bcgi have found that there are several key success factors for implementing mobile advertising and believe the same would apply to the Indian market.

Mobile ads must be implemented in an opt-in environment. This means that ads must not be forced and subscribers who don't want them because that can create an ad backlash. The person receiving mobile ads must see value in them. This can be done by offering subscribers reduced monthly mobile service fee; coupons for services that the subscriber uses; improved mobile healthcare that is ad subsidised etc.

Mobile ads must be contextually relevant to the receiver, and must be targeted at those interested in specific products and services versus being delivered en masse. Voice ads play a key role in acceptance, especially when delivered in a language selected by the subscriber. And, mobile advertising must provide a value proposition for all stakeholders: the brand, advertiser, mobile operator, service provider and subscriber.

XIUS-bcgi believes that it has the solution and experience to help Indian mobile operators to deliver on the promise of mobile advertising and enhance subscribers' lives.

**What is your company offering in this space in India?**

XIUS-bcgi's mobile advertising solution AdValue is the world's first carrier centric end to end mobile advertising solution that seamlessly integrates with the mobile operator's existing infrastructure like billing, messaging, customer care etc in real-time supporting, 2G as well as 3G.

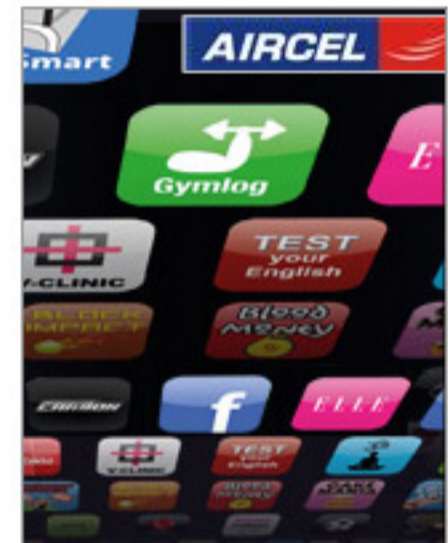
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**Sunil Kamath**  
Sunil has joined Opera Software as Sales Director for India and SAARC. He is a telecom sales professional with over 10 years of experience. Prior to joining Opera, he was working as AVP-Business Development with Obopay.

**Lovnish Bhatia**  
Bhatia will be responsible for strategic and operational leadership of company's growing business operations within the region. He has over a decade's experience in media and has previously worked with Viacom18, NDTV Media and Sony Entertainment.

**S. Sridhar**  
Sridhar will be responsible for driving the business of NIIT GIS, both from technology and solutions perspective. He has over 30 years of experience in managing IT, CAD and GIS organizations.

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