

MAUJ to enable Mobile ESPN on Indian mobile phones!

MAUJ, India's leading wireless solutions provider, and the flagship brand of People Infocom, today announced a tie-up with Mobile ESPN. As a part of this tie-up, Mauj will manage the integration of the short code '3776' and the WAP destination for 'Mobile ESPN' services in India.

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Mauj will enable the Mobile ESPN services on its proprietary Armada Platform for all the on-air interactivity, sports updates and alerts services on the short code. The company will also be responsible for distribution of rich multimedia content through the WAP sites and on-device portals for all sports services. In addition, Mauj through its technical & operational expertise will also help Mobile ESPN develop unique sports based applications and provision sports services on the operator platform.

Speaking on the tie-up, **Mr. Sanjay Kailash, EVP Ad Sales & New Media, ESPN, said**, 'MAUJ is a leading enabler of Mobile VAS services in India and is one of the best in the industry today. We are happy to work with them for managing the service integration of Mobile ESPN.'

Commenting on the occasion, **Mr. Manoj Dawane, CEO, People Infocom (MAUJ)** said, 'We are delighted that Mobile ESPN has chosen us to run and manage their shortcode and WAP destination ports. Today sport is a very popular source of entertainment in India and hence this tie-up will help us provide our customers with a wide choice of new and innovative products on the mobile platform. We have worked with ESPN STAR Sports earlier as well, and the experience has been outstanding. We are sure that this partnership will be a positive one as well.'

Mauj has successfully managed and carried out activities for the sports broadcaster in the recent past. Mauj managed the Afro-Asia Cup WAP zone in August 2007 where the video content was provided live (with a lag of 15 to 20 minutes) to the end user. Mauj also successfully integrated a brand led exercise for ESPN where Apollo tyres sponsored cash prizes across Airtel and BSNL. This contest was also promoted aggressively by ESPN on their network.

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About People Infocom (MAUJ)

MAUJ is the flagship brand of People Infocom; the wireless division of is part of the People Group, which also owns leading Internet brands such as Shaadi.com, Astrolife.com and Fropper.com. Founded in 2003 by Anupam Mittal, Mauj has rapidly emerged as one of the leading Mobile Value Added Services Company in India. The company works closely with Telecom operators in India and is focused on developing cutting edge products and services that enable mobile music, mobile gaming, mobile commerce and mobile marketing. MAUJ develops services on all leading platforms including J2ME, Smartphone, BREW, Symbian, SS7 and I-Mode. People Infocom was awarded the Nokia and Singtel Multiplayer Game Quest 2006 Award and has also won the Red Herring Asia

2006 Top 100 Awards recently.

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