

**Greetings from smsVala Team!**

**SmsVala starts off new era in mobile advertising through mobitiselements**

India's largest mobile data solutions company through its unlimited free sms exchange platform smsvala.com now brings unique and innovative mobile advertising and branding opportunities in the form of "mobitiselements".

SmsVala.com provides its users text messaging absolutely free of cost. The text messages are appended with ads which can be geo targeted. Users get this free text messaging service in exchange for opting in to have targeted ads appended to their message.

Out of the 160 characters of a standard SMS, SmsVala.com offers only 92 characters to the User to send out their personal SMS. The rest of the characters are reserved for geo targeted advertisement or Mobitiselement. The smaller the users sends the message the larger the ads content will be pushed with it. SmsVala.com dynamic ad platform allows advertisers to insert ads in 120, 85 and 55 characters depending on the users personal message length.

For advertisers this could be the smart way to reach out to a large audience without the hassle of sending out unsolicited SMS or having to worry about mobile number database. Because, each User acts as a brand ambassador for advertisers.

Mobile marketing for any event is a much more cost-effective, targeted medium, and when combined with your traditional marketing mix, it can add considerable revenue.

**Why Mobile marketing:-**

You already reach your customers through the conventional channels—television, radio, print, billboards, direct mail. Now it's time to extend your reach to the mobile market through smsVala.com. smsVala targets the one medium consumers can't live without—their cell phones. With a cell phone in the pocket or purse of almost every consumer, you can reach more potential customers in every age set.

**New opportunity:**

smsVala.com offers clients new mobile advertising and branding opportunities

**Mobile marketing pie:**

The mobile marketing pie is Rs 25 crore, but growing rapidly. In this encouraging scenario, smsVala.com plans to tap the emerging opportunities.

**Who is using smsVala.com to send free sms?**

smsVala.com has been able to register half a million users and sends out over 1 million messages every month. It is working with diversified clients from banking, stock, airline and computer sectors.

**Cost:-** RS 0.10 per reach (inclusive of taxes.) Min. 50,000 Reach. Total Rs.5,000/-

**Reason to Choose www.smsVala.com**

India's Fastest growing Mobile Youth subscribers community portal

India's Largest portal to offer spam less Ad supported messaging service

More than half a million Registered users

More than 5000 new registrations every day

More than 5 Million SMS exchanged every month

Reaches more than 50% unique mobile audience every day

Over 5 million page views per month

More than 10000 Unique visitors per day

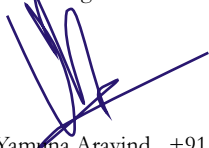
15 minute average time spend by every user at smsVala

**All types of Messages sent via smsVala**

Branding messages, Response Messages, Mobile Coupon messages, Gift Vouchers, Promotions

Sponsored placements are available on the smsVala web site too. We work on Impression, Clicks, Response and monthly basis.

Warm Regards



Yamana Aravind +91 9840066333