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## Bharti Telesoft And Mauj To Offer Content Over USSD

By: Biztech2 Staff | Sep 20, 2007

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People Infocom (Mauj) a mobile VAS company and Bharti Telesoft Ltd, announced their partnering to provide a range of value added content over Unstructured Supplementary Service Data (USSD) to operators in India and abroad.

Mauj Mobile and Bharti Telesoft have come together to provide customers a host of applications, which include, Astrology, Cricket Info, News, and Devotional Content, which will be delivered over a simple to use, browser-based interface, to encourage service uptake.

The work of the two companies currently caters to the mobile subscriber base situated in the North Zone of India. However, Mauj Mobile and Bharti Telesoft, see potential in working together overseas, with demand from the Middle East region looking very positive for a strategic partnership, which leverages the feature-rich platform and applications strengths of Bharti Telesoft, and the vast variety of content of Mauj Mobile.

Commenting on the tie-up, Sanjiv Mital, CEO, Bharti Telesoft, said, "We believe that the ease with which subscribers can navigate and use services with USSD will help bring VAS to a very wide audience. As operators also embrace USSD as a quick and simple way to extend new services to their subscriber base, we see a very bright future for the technology. With Mauj's extensive range of compelling content and our proven expertise in USSD and other platform-based solutions in the VAS space, we are confident that we have a winning proposition and partnership to take to new markets."

This coming together of a value added product provider and a content provider has its own significance to both MAUJ and Bharti Telesoft. While the project adds to Bharti Telesoft's 400+ number of deployments, it also represents MAUJ's 20 millionth download.

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