



World's first SMS upgrade

What? The SMS 2.0 by Airtel and Affle

How much? Free

What's cool? Let's you add features to your messaging, like coloured backgrounds and emoticons

SMS2.0 enables an interactive platform that allows Airtel users to discover content services along with enhanced messaging features. The message personalisation options include additional features like composing and sending messages with a variety of text and background colours and emoticons.

The SMS2.0 application is a free upgrade to the regular SMS application. To download SMS2.0, the Airtel customer is required to send "SMS2" to 543210. There is no charge for downloading and for subsequent content delivery on this platform; the SMS charges remain unchanged and according to the existing mobile plan.

Commenting on the launch of SMS 2.0, Sanjay Gupta, chief marketing officer, Mobile Services, Airtel, said, "Trends indicate that youth and young professionals are more active users of messaging. SMS2.0 represents a huge opportunity for Airtel to differentiate itself and gain market-share in these segments. This service will open up an entirely new set of options that will enrich the messaging experience of our customers. Our endeavour will be to continue to deliver new innovative services that not only simplify the communication experience of all Airtel users but also add more value to them."

Anuj Kumar, Executive Director (South Asia) Affle, said, "India is a very exciting mobile market and we are confident that SMS2.0 would redefine the messaging experience for a large set of users and become their entry window to the world of Mobile Internet. We have already seen a very positive response from users, for the value features and the rich non-intrusive content, and expect to grow it substantially during this launch. We are very confident that given Airtel's significant marketing efforts, this service would soon be accessible to a huge mass of users."

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