

WHO WILL BE THE NEXT-GEN MURTHY?

Arvind Rao & Mouli Raman | OnMobile

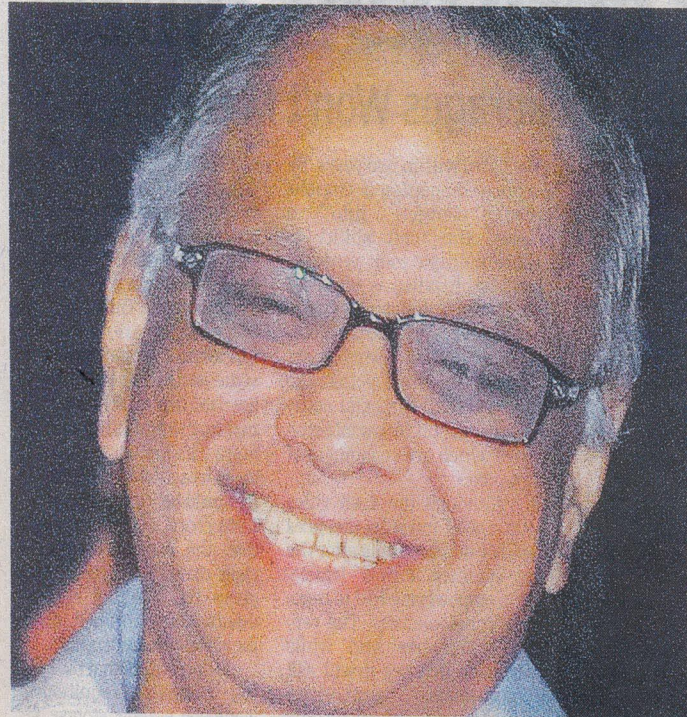
Founded in 2000, in California, but moved to Bangalore two years later

Business: Mobile value added services like ringtones, ring back tones, alerts, voice-based searches. More recently, introduced innovative products like Karaophone that allows users to play karaoke with their social networks via mobile or landline phones, and RCS Phonebook, an interactive user address book that synchronizes all contact information, including friends on social networks, into one

central location for easy management and live access. Has onsite presence in 52 countries; has 105 million unique users every month. Rao, 52, who was in the venture capital industry in the US prior to forming OnMobile, says the company's strength has been its risk sharing and joint work with operators to make the products a success, instead of simply licensing its technology. Mouli, 42, who worked for many years in Infosys, says OnMobile frequently receives requests from developed market operators to teach them the things being done in Asia. "They are hit by Google and Apple (app stores), and they believe we can help them counter this." The company is now focused on providing multilingual content.

Customers: Most of the Indian telecom operators; Vodafone uses them globally; Telefonica of Spain

Revenue: Rs 537 crore in 2010-11; international revenues contribute over 27%. It's not official, but it's possible that OnMobile is today the world's biggest company providing mobile value-added services



Subash Menon | Subex

Founded in 1992, in Bangalore

Business: Products that allow communications service providers to improve their operational efficiency and deliver enhanced service experiences to subscribers. It has solutions for revenue assurance, cost management, fraud management, provisioning automation, data integrity management and more. The company started by providing fraud management solutions and its product Nikira became the No.1 fraud management solution in the world. A series of global acquisitions has enabled Menon, who started the firm with a Rs 20,000 loan from a former employer, to offer a wider portfolio of solutions

Customers: 16 of the top 20 wireless operators worldwide and 26 of the world's 50 biggest telecommunications service providers. The company has more than 300 installations across 70 countries. Almost all telecom service providers in India are customers. T-Mobile, Verizon, Telefonica, Comcast, Sprint are among customers in the Americas.

Revenue: Rs 492 crore in 2010-11

Awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry's first successful Risk Reward Sharing model for Fraud Management.

