



## BPL brings Kirusa's voice SMS to all BPL subscribers in Mumbai

WDD Asia

BPL mobile, a leading mobile carrier operating in Mumbai, has launched a new Voice SMS service for its users in Mumbai, that will enable BPL subscribers to send spoken SMS messages to any other mobile subscriber in India. For introducing their Voice SMS service, BPL has chosen Kirusa, a U.S.-based leading developer of value added mobile services to deploy the patented and patent pending "Kirusa Voice SMS Solution".

The Kirusa Voice SMS service is available to all BPL prepaid and postpaid subscribers in Mumbai, as of the first day of launch. With this new service, any BPL subscriber can avail the option of sending an SMS message in their own voice. This is a multilingual service where subscribers can use any language to send Voice SMS messages. The unique and innovative Kirusa Voice SMS service allows a user to leave a voice message without having the phone ring (RingFreeMessaging). By sending a message like this, the recipient does not get disturbed, and gets an option of listening to the message at his convenience.

A BPL user simply dials \* followed by the recipient's phone number, and then speaks a short message, in the language of his choice. The recipient gets an SMS message and can retrieve the message by dialing a Direct Listen number embedded in the SMS message, which takes the recipient directly to the message of interest, without the need to navigate through multiple messages. A BPL subscriber can also dial \*0\* to retrieve new messages, and \*1\* to retrieve old messages. Moreover, the recipient can forward and reply to the Voice SMS message like any other simple text message.

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