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Voice SMS mkt set to rule in mobile VAS

17 Jul, 2007, 1924 hrs IST, PTI

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MUMBAI: The voice SMS market is set to emerge globally and venture capital investors are showing greater interest in funding companies engaged in offering the service.

Kirusa, a leading [mobile](#) value added services provider today, announced \$10 million funding from venture capital firms Helicon Venture Partners and Nexus India Capital .

This was the third round of funding for the company which holds a patent from the US Patent Office for

its voice SMS technology. It had earlier received funding of \$9 million , Inderpal Singh Mumick, Chairman and CEO of Kirusa said .

According to Mumick, globally, the mobile [phone](#) industry is raking in USD 585 billion as revenues from value added services. By the year 2010, global SMS traffic is projected to grow to 2.4 trillion messages with revenues of over \$65 billion accounting for 10-20 per cent of total revenues of a mobile carrier.

Voice SMS that enabled people to send sms messages by speaking has all set to become an all important communication for people from various walks of society, he said.

Voice SMS scores over the text message as it can be used by people who are illiterate or those who have difficulty in a particular language. Besides, there was no emotion conveyed in text message which is something voice SMS would make possible, he added.

In some situations like when one is driving, it would be the voice SMS that is used rather than a text one. Mumick said voice SMS was a very high growth

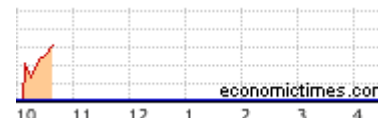
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DJIA	11972.25	21.16
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Corporate Announcement

market and as per estimates, the global market could be worth 9 to 15 billion dollar by the year 2010. Presently, however, the market size is only one to five per cent of what has been projected for 2010, he said.

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