

# XIUS ties up with Hebitel, UK to tap the \$4 billion MVNO market in India

*The alliance aims to leverage local market intelligence, technical expertise and global MVNO experience*

**HYDERABAD/LONDON - April 05, 2016** – XIUS, India’s major supplier of telecom and mobile payments technology and United Kingdom’s Hebitel Ltd, a global provider of MVNO management consulting services today announced a partnership to help companies launch Mobile Virtual Network Operators (MVNOs) in India.

XIUS and Hebitel are partnering to offer clients a one-stop-shop for MVNO launches in India. XIUS will provide the important technology and integration expertise. Hebitel will provide experienced personnel and services that include license application, market identification and business planning, experienced interim staff and all launch activities necessary from an MVNO perspective.

The MVNO concept has evolved over the years and many of the present day mobile subscribers are customers of MVNOs. For instance, about 10-15 percent of all mobile subscribers in Europe are subscribers of MVNOs. With TRAI (Telecom Regulatory Authority of India) recently approving rules to regulate MVNO in the country and such services now awaiting final ministerial approval before becoming a law, the MVNO landscape in India is expected to scale the next level of growth. Independent research firms validate this and predict India to be one of the world’s largest markets for MVNOs.

IDC forecasts total mobile services revenue in India to reach US \$37 Billion in 2017. If Indian MVNOs are successful in following European experience, the market could easily represent a US \$4 Billion opportunity very quickly.

“Successful MVNOs know their market niche and focus on servicing it well,” says Paul Nicholas, Managing Director of Hebitel. “Across the world we see very successful MVNOs targeting youth, roaming markets, international calling and others. With the immense scale of the Indian market we know that many niche services will spell huge success for our MVNO clients.”

Launching an MVNO is not without risk, however. History shows that not all MVNOs can expect to succeed. It is essential that an MVNO launching in the Indian market is aware of international best practices and is able to adapt to the specific demands of the Indian market.

G.V. Kumar, CEO of XIUS notes that “With a presence of nearly 25 years, XIUS operates both, in Indian and international telecom markets. Our Mobile Services Platform (MSP) manages more than 350 million phone calls a day. Having built our own successful business in India gives us the local knowledge to provide MVNO entrants a real advantage in this complex market.”

See [www.Hebitel.com](http://www.Hebitel.com) for more information.

## About XIUS

Based in Hyderabad, XIUS the telecom subsidiary of Megasoft Limited has 25 years of telecom expertise proven by over 230 deployments and customers that include global Tier 1 mobile operators and MVNOs across 5 continents. The company's belief in innovation is reflected in the filing of 120 patents, with 35 awarded to date.

XIUS Infrastructure solutions process and manage more than 350 million calls a day and XIUS Mobile Payments solutions manage over \$US 1 billion worth of payment transactions monthly.

To know more about us, please visit [www.xius.com](http://www.xius.com).

For more information, please contact [marketing@xius.com](mailto:marketing@xius.com).

## About Megasoft (BSE: 532408 / NSE: MEGASOFT) [CIN: L72200TN1999PLC042730]

Established in 1994, Megasoft is a transnational technology company, focused on telecom. XIUS, the US based telecom division of Megasoft is a leader in delivering innovative, revenue-generating solutions to Mobile Operators, MVNEs and MVNOs worldwide.

The company has strong product engineering, software and product development capabilities and has operations in the US, Singapore, Malaysia and in Hyderabad & Chennai in India. Additional information about Megasoft is available at [www.megasoft.com](http://www.megasoft.com).

For more information, please contact [marketing@xius.com](mailto:marketing@xius.com).

## About Hebitel

With offices in Europe, Middle East, Africa, Asia, Latin America and, now India, Hebitel has provided launch services for some of the world's major MVNOs in Europe, the Middle East, Africa, Asia and Latin America.

Hebitel's senior executives all have considerable MVNO management experience and offer this experience to new MVNOs looking to launch quickly, efficiently and successfully.