



## **XIUS (A division of MEGASOFT LTD) Expands Presence in Mexico, Signs up with yet another MVNO**

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**Hyderabad – July 26, 2017**

XIUS, a division of Megasoft Limited and a leading communications technology provider to global Mobile, MVNO and Enterprise markets, today announced that it has been awarded a contract from Mexico-based MVNO, Cierito for its cloud-enabled XIUS Mobile Services Platform (MSP).

Cierito, the first MVNO in Mexico with 100 percent Mexican investment was launched in September 2014. The MVNO's focus at that time was to enable long-distance calling and serve the segment of people that needed to call immigrants in the USA. After having been operational for over a couple of years, Cierito decided to expand in to the financial market as well as multi-level companies. For this purpose, the company decided to engage an MVNE platform provider with a highly dependable technology offering and globally proven operational expertise.

XIUS MSP will enable Cierito to deliver a broad spectrum of innovative and attractive services, offer the best user experience and provide incremental value to its subscribers. Cierito currently has ~15k subscribers but the global MVNO experience that XIUS possesses will position them well to acquire new customers and grow as per plan. The MVNO also has a widespread distribution network with presence across 20,000 points of sale of major 'top-up' chains in Mexico.

XIUS MSP, designed and developed on a Network Function Virtualization (NFV) and Software Defined Network (SDN) framework, is a comprehensive solution that is proven across the world with deployments in Europe, USA, Latin America, South East Asia and Middle East. The varied portfolio of MVNOs to which XIUS has provided solutions and offers services comprise of banking, cable, digital, ethnic, M2M, ruralinclusive, youth, roaming, advertisement-based, retail and loyalty. XIUS' next-gen technology offerings and versatile experience make it the natural choice of many MVNOs.

On a separate note, Soriana, Mexico's second largest retailer, has decided to launch a mobile service with Maxcom (on Telcel's network) as its strategic partner. Maxcom will provide its already deployed XIUS MSP as the core technology platform to enable Soriana's mobile services. The MVNO's services are currently being deployed and will be made available in the brand name of Soriana Movil. The prime focus of the MVNO is to target people that shop at Soriana stores.

Following a multi-format strategy, Soriana operates 827 self-service stores and price clubs besides those belonging to the 'Super City' convenience store chain. The company commercializes an extensive and complete line of food, clothing, general merchandise, health products and basic services, thus satisfying the specific consumption needs of different customer segments. Currently, Soriana is present in 277 municipalities throughout the 32 states of Mexico, with more than 4.3 million square meters of floor sales distributed throughout all store formats.

G V Kumar, CEO & Managing Director of XIUS said, "We are delighted to welcome our new customers to our cloud-based XIUS MSP. Virtualized services are a growing source of revenue and opportunities in this market sector will continue to drive the expansion XIUS seeks. Our solutions continue to demonstrate an ability to disrupt the traditional model of mobile communications service delivery. Many prospective customers have begun to look at XIUS MSP to cost-effectively manage their technology and operational requirements while also increasing revenues without investing in additional staff or internal sub-systems."