

Press Clipping

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Bigadda.com launches mobile-friendly version

Our Bureau

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To bring the growing number of mobile users on to its platform, social networking portal Bigadda.com, a division of Reliance Big Entertainment, has launched its mobile-friendly version of the portal.

The portal, which can be accessed through the GPRS-enabled mobile handsets, will have key features of social networking such as searching for friends and communicating with them through text, voice and photo scribbles.

Announcing the launch of the service, Mr Shivanandan Pare, COO, BigAdda, said this on-the-move application would enable users to register themselves through their mobile handsets. Besides, the phone book in the mobile handset can be used to send invitations to one's new friends. "The built-in phonebook back-up utility stores users' phonebook on our server, and in case the user changes his/her handset or lost the phonebook, the same can be retrieved from our site," he said.

According to Mr Nikhil Soman, Chief Technology Officer, the portal has developed different application software to suit various types of mobile handsets, depending on their screen size, resolu-



Mr Shivanandan Pare (left), Chief Operating Officer, BigAdda, and Mr Nikhil Soman, Chief Technology Officer, at a press conference in Chennai on Wednesday. — Bijoy Ghosh

tion and various other factors. Currently, there are over 500 client application software.

The download process automatically detects the user's handset model and installs an application version created specifically for that device family.

"There are over 50 device families that our download process detects and to enhance reach and availability of this application, we will continue the process of developing new versions for new devices as they enter the market place," he said. The com-

pany's main revenue source is advertising space. It has tied up with production houses in Bollywood to advertise movies through special clippings. "We are also exploring the possibilities of establishing other revenue streams," said Mr Pare.

He said that BigAdda currently has registered subscriber base of over 2.5 million and is adding at least 15,000 each day. Now, with this new initiative, it targets 100-150 million mobile users to get on to this platform in the first few months.