

## *Press Clipping*

Publication : Business Line  
Date : 27.02.2009  
Edition : Mumbai  
Page No. : 04

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### **RCom opts for Flytxt**

*Thiruvananthapuram, Feb. 26*

**R**eliance Communications has opted for the Neon mobile marketing platform developed by the Netherlands-based Flytxt. This will enable the telecom company to boost revenues from voice and value-added services through intelligent mobile marketing, says a Flytxt press release. Flytxt's global software development centre is located in Technopark Thiruvananthapuram and the company is now focusing on capturing more business from the Indian market. – **Our Bureau**