

Experts Speak

Margins to Increase with Volume

There has not been much innovation in VAS apart from CRBT. Please comment

We see that entertainment services that include CRBT (caller ring back tones) have been the foundation of Indian VAS industry. However, the industry focus is also on utility applications that deliver day to day consumer needs and also enterprise mobility apps that go beyond CRBT, email or any other entertainment service. It provides enterprises the ability to do their business and improve productivity of their workforce. With the world going mobile these days, VAS services play a crucial role in people's lives as these services offer great scope in enhanced and effective usability for an end user. The uptake of MVAS services is likely to grow in

years ahead as the offerings are getting popular with people. The rage for going wireless comes from the ability of receiving or delivering information; whenever and wherever they need it. The widespread adoption of 3G, WiFi, PDAs, music players, display devices, gadgets, notebooks amongst others are inevitable in today's world. They undertake the responsibility of adding wings to one's persona with an advantage of an effective communication model. In the converged world today, VAS offers a great set of valuable utilities for the end-user with rich and limitless possibilities symbolizing mobility.

VAS vendors are still surviving on low margins. Please comment

VAS services traditionally start off with low margins and as the busi-



Amar Agarwal
COO,

CanvasM Technologies Limited

ness model suggests most of the revenues are transaction driven. As volumes pick up, margins increase significantly, sometimes in excess of 40 percent.

Experts Speak

CRBT Rules VAS Market

The VAS market is dominated by CRBT. Please comment

The VAS market is dominated by CRBT (caller ring back tones) which has been the foundation of the Indian VAS industry. However, the industry focus is also on utility applications that deliver day to day consumer needs and also enterprise mobility apps that go beyond CRBT, email or any other entertainment service. It provides enterprises the ability to do their business and improve productivity of their workforce. With the world going mobile these days, VAS services play a crucial role in people's lives as these services offer great scope in enhanced and effective usability for an end user. The uptake of MVAS services is likely to grow in

years ahead as the offerings are getting popular with people. The rage for going wireless comes from the ability of receiving or delivering information; whenever and wherever they need it. The widespread adoption of 3G, WiFi, PDAs, music players, display devices, gadgets, notebooks amongst others are inevitable in today's world. They undertake the responsibility of adding wings to one's persona with an advantage of an effective communication model. In the converged world today, VAS offers a great set of valuable utilities for the end-user with rich and limitless possibilities symbolizing mobility.

VAS services traditionally start off with low margins and as the business model suggests most of the revenues are transaction driven. As volumes pick up, margins increase significantly, sometimes in excess of 40 percent.