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Kannankote Srikanth, Corporate Vice President - Services, Networks & Enterprise, Motorola, Dayanidhi Maran, Minister for Communications and Information, and CP Gurmani, President, International Operations, TechMahindra, announcing the launch of 'CanvasM', a joint venture to develop and deliver innovative application solutions, in New Delhi on Tuesday.

## TechMahindra, Motorola in JV for mobile applications

HT Corporate Bureau  
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IN ORDER to promote value added services (VAS) on mobile phones based on state-of-the-art technology, TechMahindra and Motorola will invest about \$12.5 million in their new joint venture company 'CanvasM'.

The JV will develop and deliver application solutions for global network providers and enterprises. It would create an integrated platform for providing applications and content services to mobile users.

Union Minister for Communications and IT Dayanidhi Maran on Tuesday unveiled the logo for 'CanvasM' and said, "With more than 100 million mobile subscribers the initiative of Motorola and TechMahindra have a lot of potential for the mobile users."

'CanvasM' to be headquartered in Noida would \$10 million investment from TechMahindra while Motorola will invest \$2.5 million. The JV will implement end-user applications and content services, consistent service creation and a delivery and management framework utilising Motorola's global applications Management Architecture (GAMA).