



RAMPING OPERATIONS & TECHNOLOGY LED INNOVATIONS TO DECODE

THE MOBILE INTERNET AND APP ECOSYSTEM

MoMagic Technologies grabbed the headlines recently when Foxconn Technology Group, the world's largest electronics contract manufacturer, bought a 10% stake in the Noida-based mobile Internet startup to expand its presence in India. Started out as a mobile value-added services player in 2011, the company today works across all widely used mobile platforms offering marketing solutions to enterprises, startups and eCommerce players and better service to customers. Meanwhile, for Arun Gupta, CEO and founder of MoMagic, the key inspiration was to shift the control gear of VAS (Value Added Services) from purely Operator driven to OEMs (Original Equipment Manufacturers) and Retail driven. "Or in another way, from Push-driven to Pull driven. In addition, we also envisioned to establish an Indian origin company as the key player in the Mobile Internet ecosystem in Asia in the next 5 years," recalls Arun. From a customer perspective, MoMagic aims in driving awareness and hassle-free pre-installation/side-load of apps and games without additional data costs, especially those residing in cities and towns other than metros.

Being a technology and monetisation partner for businesses across sectors, MoMagic today also has a reach to 10K plus mobile handset shops across 18 States for their offline reach. MoMagic also provides analytical data on customer usage and preferences with a reach to >100M Users over the past 4.5 years. "The feedback



MOMAGIC LOOKS AT 50% GROWTH IN ITS REVENUE AND 2.5 FOLD GROWTH IN ITS MANPOWER IN THE FY 16-17.

MOMAGIC IS ALSO LOOKING AT STRATEGIC PARTNERSHIPS AND INVESTMENTS IN INNOVATIVE END USER APPS AND TECH VENTURES

AGGRESSIVELY EXPAND ITS BUSINESS EXISTING IN BANGLADESH, INDONESIA, SRI LANKA & EXPLORE GEOGRAPHIES LIKE AFRICA.

and inputs help the handset manufacturers to look at improvisation in the next launch likewise data insights facilitates improved and innovative marketing strategies through both online and offline channels for its partners," explains Arun.

However, Arun's idea of weaving magic with mobile-faced more of an internal roadblock than external. "We have to consistently improve our technology and USER acquisition strategy. Keep our data and analytical insights customised and updated from time to time and having the bar of high-level trust and faith for all times intact," elaborates Arun. This is being achieved through consistent innovation and experimentation with its technology, approach, strategy, techniques and offerings. Interestingly, for business partners, the MoMagic model is more of a revenue generator than a cost centre.

MoMagic is recognised as a key player in mobile Internet domain and is invested by mobile giants MediaTek and Foxconn. On its forward journey, the company is looking at 50% growth in its revenue and 2.5 fold growth in its manpower in the FY 16-17. "Currently, we have 100+ manpower and have plans to aggressively expand our business and operations. We are also looking for strategic partnerships and investments in innovative end user connecting apps and tech ventures," concludes Arun.