

# MoMagic Technologies is India's Emerging Mobile VAS Company of The year



**New Delhi, India, May 24, 2013:** MoMagic Technologies, a Noida based leading Value Added Services (VAS) company and a strategic partner for the world's leading mobile chipset company MediaTek, has bagged the "Emerging Mobile India VAS Company of the Year 2013" category award in the 7th National Telecom Awards.

"In just two years of its existence, MoMagic has carved a niche in India's mVAS sector, in the development and operation of mobile app store, mobile middleware platform, mobile applications, building up scalable backend servers and billing platform. Besides helping partners deliver better value to mobile consumers in India, the company is also forging alliances in neighboring countries to help scale up their VAS offerings that help bridge the gap between feature and smartphones," **said Mr. N K Goyal President of CMAI.**

**MoMagic's CEO and Founder, Arun Gupta, says,** "We are privileged to have received the coveted National Telecom Award as India's emerging mobile VAS Company for the year. This all has been possible only due to our vibrant and innovative team with a deep understanding of the needs of Indian handset manufacturers and users, and a passion for delivering applications, content, information and intelligent transactions to consumers."

Besides its strategic partnership with MediaTek, MoMagic also works with several OEMs in India and overseas market.

One of the major products developed by MoMagic is an AppStore that provides easy discovery of applications based on user behavior and local market needs. Most importantly, it allows the server to push local content depending on the location of the handset.

MoMagic has in its store a huge collection of MRE and Android applications that it has worked on individually and also with other major mobile application developers. MoMagic has also partnered with many leading content providers to power their AppStore solution.

“Apart from this, the company has worked on various other solutions keeping in mind the emerging mobile phones market. We are confident of launching a range of more innovative applications, which will be well received in the market. This is just the beginning and with our focused vision and continued support from our customers, we are sure to achieve many such milestones in future,” Arun Gupta concludes.

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