



Presents

# BACHCHAN BOL™

## **A REVOLUTIONARY NEW SERVICE TO STAY CONNECTED WITH MR. AMITABH BACHCHAN**

**Mumbai, February 9<sup>th</sup>, 2010:** Today sees the launch of a revolutionary new service called “Bachchan Bol”. A unique service brought to you by Inside India for you, on your mobile phone, allowing you to hear your favourite actor Mr. Amitabh Bachchan tell you, directly about his thoughts anytime & anywhere at the push of a button.

Beyond Twitter. Beyond Facebook. *Bachchan Bol* is the new frontier in social networking and for fans to stay connected to their favourite star and vice versa.

Vocal Blogging - **Vogging** - by which fans and their favourite celebrities can connect with each other on a day-to-day basis; an empowering form of direct two-way communication.

With Indian celebrities embracing the social networking revolution and claiming fans and followers in their hundreds of thousands, this service has the potential to turn thousands into millions with a simple shortcode dial-in number.

**“Bachchan Bol empowers me with a personal platform on which I can connect & ‘speak’ directly with my fans across the country anywhere and anytime. This is my bol/diary... my way... From my films to my family, from my country to my city, you will be able to hear about it all, in my own voice, in my own diary, direct to you on your mobile phone,”** Mr. Amitabh Bachchan said.

To hear all the latest goings on with India’s most premier star **Dial 505678910\*\*** from your mobile & landline phone and stay connected.

Mr Bachchan will share his day-to-day personal and professional experiences with regular updates, available to mobile users at a monthly subscription or pay-per-minute pricing model. This is an easy to do and empowering service for both Mr. Bachchan and fan and not only gives Mr. Bachchan complete control over what he wishes to share but allows the fans to access him in an unrivalled way.

A **spokesperson for Inside India** said, “We are honoured and excited to launch this project with such a fantastic icon of Indian cinema. We know the power of Indian entertainment and we are firmly embedded in the innovation of technology and the digital world. Combining these two elements we are paving a new way for social networking, starting it in the world’s most exciting country and taking it across the globe.”

**Mr. Sanjay Uppal, President and COO, OnMobile Global Limited** said, “With approximately 10 mobile phone users for every internet user in India, Mr Bachchan can take the success of his blog to a new level and connect with millions more of his fans through the OnMobile platform. We are delighted that our application is facilitating a deeper engagement between stars and fans. The new trend of voice blogging is an opportunity for celebrities to constantly be in touch with their fan base.

**\*\*Terms & Conditions (Premium Rates Apply)**

AIRCEL	6.00/MIN
AIRTEL	6.00/MIN
BSNL MOBILES	5.00/MIN
BSNL LANDLINES	2.40/MIN
IDEA	6.99/MIN
RELIANCE	6.00/MIN
TATA	6.00/MIN
TOUCHTEL	6.00/MIN
VODAFONE	6.00/MIN

**About Inside India/ Star Diaries:**

Inside India is a multinational company, hubbed from London, with outlets and representatives in 4 countries. Inside India acts as a repository for licensable content and entertainment from Indian superstars. Our launch service is the creation of the vocal blogging - ‘vogging’- service ‘*Star Diaries*’, featuring stars of cinema, sport and fashion. Launching with the most loved and reputed Mr. Bachchan with his very own Bachchan Bol.

[www.stardiaries.net](http://www.stardiaries.net) | [www.insideindia.co.uk](http://www.insideindia.co.uk)

**About OnMobile:**

OnMobile [NSE:ONMOBILE] is one of the largest white labelled Data and Value Added Services [VAS] companies for Mobile, Landline and Media Service Providers. OnMobile offers a one-stop solution for all needs through an innovative array of products in M-commerce, entertainment, media portals & interactive television programming, mobile marketing, user-generated content & social networking, mobile utility, data & 3G, and information & network products. We offer telecom VAS across a range of all channels like SMS, Voice, WAP, USSD and On-Device Portals, enabling end-to-end solutions serving 92 customers in 21 countries generating top line revenue of 350 million USD to our customers annually.

[www.onmobile.com](http://www.onmobile.com)

**Media Contact:**

Karun Arya or Arathi Menon @ Edelman India

Email: [karun.arya@edelman.com](mailto:karun.arya@edelman.com) / [arathi.menon@edelman.com](mailto:arathi.menon@edelman.com)

Mobile: +91 98199 60608 / +91 98335 07434

**In London:**

Philippa Ross - Inside India Ltd

E: [philippaross@insideindia.co.uk](mailto:philippaross@insideindia.co.uk)

T: +44 203 0474033

**In Mumbai:**

Rahul Merchant - Inside India Pvt Ltd

E: [rahulmerchant@insideindia.co.uk](mailto:rahulmerchant@insideindia.co.uk)

INSIDE  
INDIA

BACHCHAN BOL  
BACHCHAN BOL

M: +91 98202 31033

For OnMobile Global Limited:

E: [pr@onmobile.com](mailto:pr@onmobile.com)