

IMImobile delivers Karnataka MobileOne, India's first mobile governance platform. Inaugurated by the President of India on December 8th.

- *MobileOne enables 65 million citizens to access over 4,000 G2C, B2C, G2E and G2G services via mobile.*
- *Makes the vision of "Governance at your fingertips" a reality. Over 100,000 users on the first day of launch.*

Hyderabad, India, 10th, December 2014 – IMImobile, a global technology company providing software and services which help businesses capitalize on the growth in mobile communications, today announced that Karnataka MobileOne, launched by the President of India on December 8th, has been developed and deployed on the company's enterprise grade OpenHouse platform.

With India now being one of the fastest expanding smartphone markets globally with over 953 million mobile subscribers, the Centre for e-Governance (CeG), a society under of the Department of Personnel and Administrative Reforms (e-Governance), was formed with the vision of delivering governance "Anytime, Anywhere, Anyhow" for all Government departments within the state of Karnataka. After an official bid process, the Government of Karnataka selected IMImobile as the technology and managed services partner for MobileOne.

MobileOne, accessible across all mobile touch points, including SMS, IVR, USSD, mobile web and mobile app (Android & iOS) provides the citizens of Karnataka access to over 4,000 citizen-centric services. Citizens will be able to connect with over 50 different government departments including education, healthcare, transport, travel, municipal administration, police and utility, as well as use services from third party agencies and service providers such as Practo and RedBus. MobileOne supports multiple payment methods such as credit and debit cards, net banking, IMPS and telecom wallets to allow citizens to make secure payments for services, applications or registrations.

Mr. Srivatsa Krishna, Secretary, IT, BT, Science & Technology, Government of Karnataka commented: *“We started with a vision to put government services at the fingertips of our citizens. With MobileOne we are now launching India’s first mobile governance platform, providing access to over 4,000 Government and B2C services which can be accessed by any citizen anytime, anywhere and anyhow, i.e. through any device.”*

“We selected IMImobile as our strategic partner for the realization of our mGovernance vision, and look forward to continuing to work in partnership to deploy new and innovative mobile services that improve the lives of our citizens” he added.

Dr. Rathan Kelkar, CEO - Center for e-Governance (CeG) commented *“A proven track record of delivering complex multi-channel mobile solutions that scale to support millions of users was a key factor in the selection of the technology and managed services partner for delivering MobileOne. The ability to on-board hundreds of new services and connect with the IT systems of multiple departments within a short span of time was a key requirement. We are pleased with our partnership with IMImobile and look forward to continuing to work with them to deliver a broad spectrum of impactful citizen-centric services in the future.”*

The MobileOne mGovernance solution is built on IMImobile’s cloud-based and enterprise grade OpenHouse platform, hosted within the secure Karnataka State Data Centre (KSDC). The unified and standards-based OpenHouse platform connects telecom, digital, payments and other third party assets, enabling rapid creation, delivery and management of Government services. Using OpenHouse, Government of Karnataka was able to significantly lower costs, resources and time needed to deliver mobile governance services to its citizens.

Vishwanath Alluri, Founder and Executive Chairman of IMImobile said: *“We are pleased to partner with Government of Karnataka to deliver on its vision of a Mobile Government. With over 900 million mobile subscribers in India, Government departments, today, have to harness the ubiquity of the mobile device to better serve the needs of its citizens. MobileOne enables Government of Karnataka to deliver citizen centric services and also capitalize on new technologies to enhance the productivity of public service personnel.*

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About IMImobile PLC

IMImobile is a leading provider of software and services which help businesses capitalise on the growth in mobile communication. Its services, delivered in over 60 countries in Europe, the Americas, MEA and India, help its clients to engage and transact with their customers more efficiently through smarter mobile engagement. The Company's solutions allow customers to use mobile as a channel to create new revenue streams, as a CRM and customer engagement channel, and as a channel to improve business operations.

IMImobile's DaVinci suite of products is modular, scalable and delivered through cloud infrastructure which is integrated into mobile operator networks, internet services and social media platforms. The products and solutions have helped IMImobile establish a blue-chip client base of leading mobile operators and global enterprises. Key customers include Vodafone, O2, Telefonica, Aircel, Airtel, BSNL, AT&T, MTN, France Telecom, Centrica, Coca-Cola, Universal Music, Tata, the AA, the BBC and major financial institutions.

The Company is headquartered in London with offices in Hyderabad, Atlanta and Dubai and has approximately 690 employees worldwide. IMImobile is quoted on the London Stock Exchange's AIM market with the TIDM code IMO.

For more information, visit www.imimobile.com or contact [alex.klose\(AT\)imimobile.com](mailto:alex.klose(AT)imimobile.com).