

# Kirusa Overview

In 2001, a small group of technology-savvy entrepreneurs from AT&T Labs and Bell Labs came together to create a company that would revolutionize the experience people have with their mobile phones, and thus Kirusa was found. Today, Kirusa is one of the leading Mobile Social Media and Value Added Services providers in the world.

Kirusa is the inventor of Voice SMS, which has changed the way people communicate. Kirusa offers a suite of mobile services in the areas of (a) messaging (b) infotainment, (c) social media, and (d) enterprise solutions that have transformed the phone into an interactive infotainment device for the mobile user.

More than 50 million people use Kirusa services every month, making more than 550 million calls into Kirusa services.

Kirusa has pioneered a suite of social media applications that facilitate mobile subscribers to interact through voice, including the Call-n-Tweet application that helps users update their Twitter status using voice, and Vobolo, a voice-based mobile social media solution for people to exchange voice messages with their friends, and for celebrities to share voice messages with their fans.

Kirusa provides an open platform with APIs to enable third parties to offer their mobile applications to mobile subscribers. Kirusa has been leading the mobile innovation from the front. It has filed more than 20 patent applications covering a broad array of mobile technologies. The thought leadership and technological innovation of the company has helped its customers improve their ROI.

Kirusa's customers include the leading mobile carriers in emerging markets of Africa, Middle East, South and South East Asia, and Latin America. Vodafone, Airtel, Etisalat, Tigo, MTN, and Claro have expressed that Kirusa services figure among the top 3 revenue-generating value added services for them.

Kirusa has been recognized as one of top 100 technology companies by Silicon India, and one of top 25 emerging technology companies by *Smart Techie* magazine. Headquartered in New Jersey, Kirusa has offices in Delhi, Bangalore, and Lagos.

## Customers



## Investors

