



The v-Inform product

Background

Disseminating information, effectively, economically and to a targeted audience is the key to success in any communication dependent process or activity.

Marketing and sales are perhaps prime examples of processes whose success depends on their ability to communicate and inform their potential customers or clients of specific, contextual information that can elicit the desired response.

Emergence of ICT as an automation enabling tool- focus on information dissemination

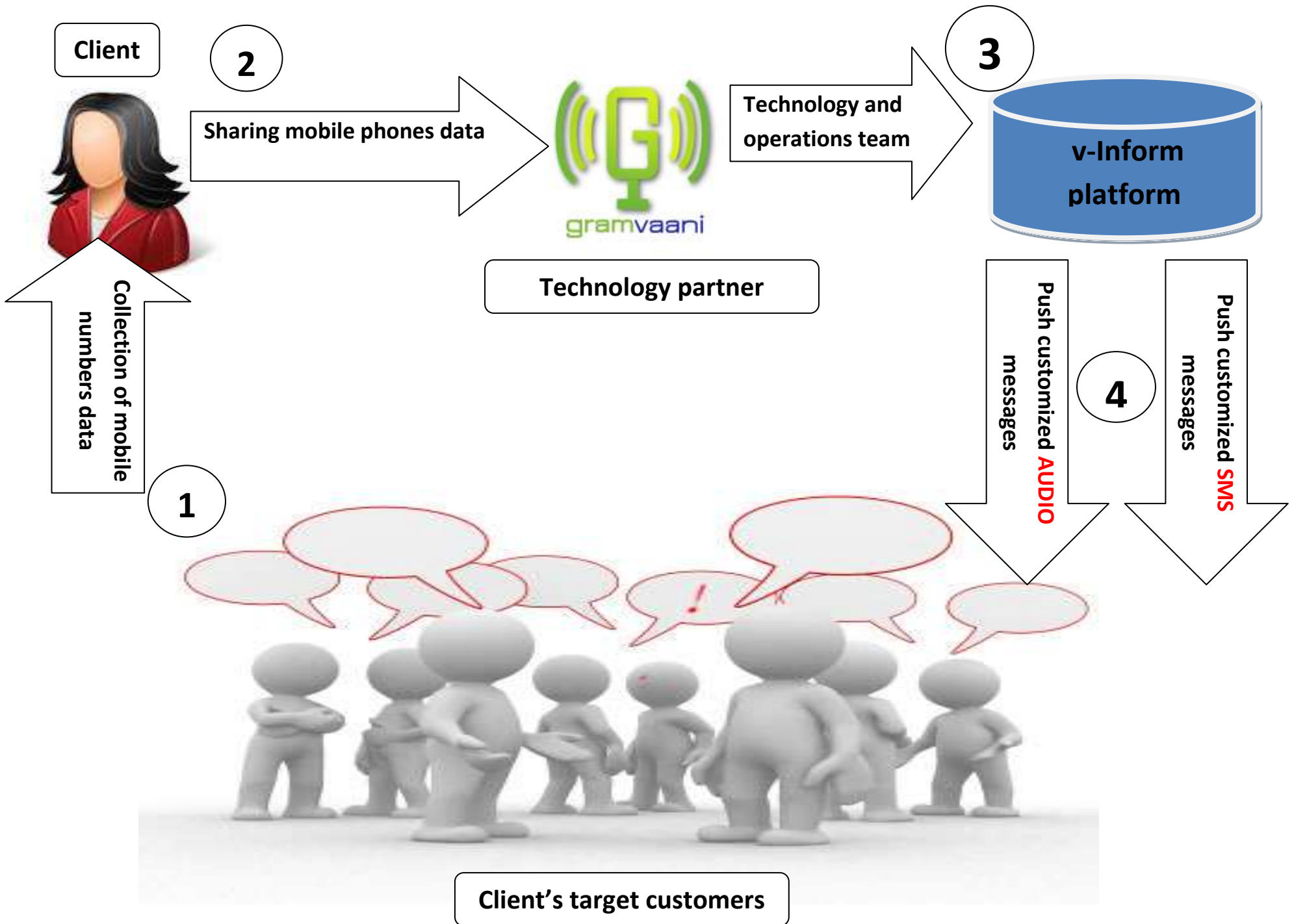
ICT has enabled information dissemination through numerous applications and technology deployments.

Most information push systems have been using SMS technology to push information on mobile networks. Voice has been the missing piece in this conversation and that is where GramVaani is proposing to make a difference with its v-Inform platform.

Typical resources deployed for a full fledged, Information dissemination automation solution by GramVaani

- v-Inform Technology platform deployment
- Technology management
- Technology support
- Dedicated Telephone line

Depiction of the v-Inform product process flow



v-Inform offer for setting up a dedicated information broadcasting solution

- Voice based technology – Ready for deployment
- Ability to broadcast traditional SMS messages as well as VOI CE packs/AUDIO Files/AUDIO Messages
- 24X7 technology support.
- Technology training.
- Technology hosting.

The commercials

Cost head	Cost description	Cost implication
1	Licensing cost	50,000 (One time only)
2	Technology hosting charges**	On Actual
3	Technology training charge	15,000 per module per resource + travel expenses on actual*
4	Technology support charges	FREE

*As per GramVaani policy

**Call in to system will be borne by client or the customer, Patching call ins to be charged to client on actual @ 1.50 per minute.

v-Inform platform unique features

- The set of questions and their corresponding answers can be changed as many times by the client to reflect the business and customers requirements.
- An active repository of customer's questions can be maintained and served to the client as audio files.
- Customer caller's data can be collected and served to the client.
- Robust platform, multiple application tool- Works across multiple verticals

Large corporate

Small and medium enterprises

Social enterprises

Government

Multilateral

Non profits