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

1. Collection of mobile numbers data
2. Sharing mobile phones data
3. Technology and operations team
4. Push customized messages

- Push customized AUDIO messages
- Push customized SMS messages

Client’s target customers
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 VOICE packs/AUDIO Files/AUDIO Messages
- 24X7 technology support.
- Technology training.
- Technology hosting.

The commercials

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