



PRESS NOTE

Mumbai Festival partners with SMS GupShup to send mobile updates
Festival Schedule, Alerts To Be Sent Via SMS to Art Lovers in Mumbai.

Mumbai – January 24, 2008

Mumbai Festival selected SMS GupShup, the popular group messaging service, as its official SMS Partner for its 2008 event. Mumbai festival will send SMS updates about the event schedule, food festival, theatre and other related information. The service –offering will be available for the duration of the festival from 24th January to 3rd February, 2008. To give Mumbaikars a choice of which updates they want to receive, SMS GupShup has setup three groups: MumbaiFestival, Foodfests and Theatrics. To receive general updates about the Mumbai Festival, a mobile user can join the MumbaiFestival group by simply sending an SMS: JOIN MumbaiFestival to 567678. Similarly, to receive updates on Food festivals, join the Foodfests group by sending the SMS – JOIN FoodFests to 567678. To receive updates on the Theatre festival, join the Theatrics group by sending the SMS – JOIN Theatrics to 567678. SMS GupShup platform is also the official channel for internal communication for the Mumbai Festival organizing teams.

“SMSGupShup aims at empowering the users through mobile communities to use the mobile phone not only as a communication device but also keep them updated with the latest happenings. We are very pleased to partner with Mumbai festival in supporting them to bring out the true spirit of Mumbai” said Chirag Jain Vice President – India Operations, Webaroo.

For further details visit - <http://mumbaifestival.in/>

About Webaroo

Webaroo is Your Web To Go - fast, free and always-on access to the web on mobile devices. Webaroo's products make rich and diverse web content accessible on portable devices, including mobile phones, laptops and portable drives. Founded in 2004, the company has offices in Santa Clara (California), Bellevue (Washington), Mumbai (India) and New Delhi (India). Webaroo brings together a world-class team of entrepreneurs, researchers and engineers to deliver innovative products that provide fast, free and ubiquitous access to web content. Visit www.webaroo.com for more information.

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