

## MobME Wireless to launch Startup Village on Silicon Valley model

# Telecom business incubator to come up in KINFRA Hi-Tech Park

**Trivandrum:** MobME Wireless, in association with The National Science & Technology Entrepreneurship Development Board, Department of Science & Technology and Technopark Trivandrum, will soon set up the country's first public private partnership telecom business incubator, comparable to the The Silicon Valley Model, in KINFRA Hi-Tech Park in Kalamassery.



Christened as Startup Village - Indian Telecom Innovation Hub, it would focus primarily on student startups from college campuses and would be modeled on technology incubators in the Silicon Valley. The project aims to incubate 1,000 product startups over 10 years and start the search for a billion dollar company from a college campus by the turn of this decade. The

agreement on taking 15,000 sq.ft. of space at the park was signed between CEO-MobME, Sri. Sanjay Vijayakumar

made possible in association with leading companies in the telecom sector by setting up telecom innovation zones that

required for a student to start a company even as studies are being pursued in college."

He added that the new initiative aimed to create a platform for the next generation entrepreneurs to dream up enterprises and thus become job creators rather than job seekers. The Startup Village would campaign aggressively among the NRK community and high net-worth individuals for their support to the startup eco-system in Kerala. Co-Founder & Co-Chairman-Infosys, Sri. Kris Gopalakrishnan is the Chief Mentor of the Telecom Innovation Hub.

MobME is a young and vibrant Mobile Media & Entertainment company focused on Value Added Services for Mobile Phone users and Carrier Grade Solutions for Network Operators. It's in-depth understanding of the telecom ecosystem also enables the company to deliver solutions to Enterprise customers through multiple Products and Services. MobME is the proud winner of many prestigious Innovation and Entrepreneurship Awards, the latest being the EMERGE50 by NASSCOM. MobME's platforms being Innovative, Adaptive and Effective are high on popularity charts.



S. Ramanth and Sanjay Vijayakumar exchange documents after signing the agreement. Others present are (from left to right) Sunil G., Viju Chacko, and Sunil Kumar P.S. from KINFRA.

and Managing Director-KINFRA, Sri. S. Ramanth.

"Startup Village will create a vibrant ecosystem for start-ups to create breakthrough technologies for the global telecommunications industry", The KINFRA-MD added. "This would be

bringing the latest technology platforms and products to the startups before it is released in the commercial markets."

"The first phase of the project is expected to be inaugurated by next month and the first batch would be inducted by April 2012," said CEO Sanjay Vijayakumar. "The campus will have full 4G network, advanced telecom labs and also provide all services including legal, intellectual property, accounting, fully furnished office space, video conference rooms and virtual office services that are

### Pioneers in Progress

## Fresh N Fine in KIAP:

### A brand name that lives up to its promises

Making hygienic paper products of international quality available at affordable prices to the common people in Kerala and elsewhere in South India was the objective with which Fresh N Fine came in to set up shop in the Small Industries Zone of KINFRA International Apparel Park (KIAP), Trivandrum in 2005. Already its promoters had vast experience in global market, especially in the Arabian Gulf region.



Fresh N Fine Products India (P) Ltd. can today look back with pride and satisfaction that over the past 6 years it has made steady progress in sales volume, while maintaining strict quality standards in production.



Jose Mathew

"We aim to contribute effectively towards satisfying the ever-growing demand of the domestic market and also to protect the environment by promoting the use of eco-friendly paper products, which upon disposal, disintegrate and mingle with the soil, adding to its fertility", said Mr. Jose Mathew and Mr. Santhosh Mammen, both Directors of the company. "Even though we have the privilege of being the pioneer of the tissue paper manufacturing industry in Kerala, we have well-established marketing and logistic network throughout India, to cater to the demand of the customers."

"Add to that the total support and encouragement by way of world class infrastructure and facilities we receive from Team KINFRA, and there is no reason why we cannot succeed and exceed our targets", add Mr. Samkutty Mathew, CEO, and Mr. Joy Mathew, General Manager, both of them brothers of Mr. Jose Mathew, Founder-Director.



"Fresh N Fine meets a long felt need in the South Indian market for eco-friendly disposable paper products at reasonable prices", endorses Sri. S. Ramanth, MD-KINFRA. "Their association with KINFRA has been of mutual benefit, the growth of both the organisations being on par, aiming at employment generation and wealth creation through entrepreneurial initiatives with a Kerala flavour."

### High level Kerala delegation attends Pravasi Bharatiya Diwas 2012

## Kerala to follow PPP mode for development: Chief Minister

The 10<sup>th</sup> Pravasi Bharatiya Diwas, the annual event of overseas Indians, was held this year in Jaipur, capital of Rajasthan on January 7, 2012. Kerala had a high voltage presence at the event with the Chief Minister of Kerala, Hon. Sri. Oommen Chandy, joined by Minister, NRK Affairs & Culture, Hon. Sri. K.C. Joseph and senior officials from the Industries Department that included Sri. S. Ramanth, MD-KINFRA, Sri. V.R. Balu, MD-KEPIP and Sri. Sunil G., Manager, Technical. In his address at the event, Sri. Oommen Chandy emphasised on Kerala's resolve to follow the PPP mode in ensuring the industrial development of the State, thereby paving the way for the State's overall economy progress. Photo above shows the Chief Minister and Minister-NRK Affairs in interaction with delegates.



Sri. M. Vasudevan (Technopark), Sri. S. Ramanth, Sri. V.R. Balu and Sri. G. Sunil at the Kerala pavilion



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