

# THE ECONOMIC TIMES

## Flytxt to grow over 100% in revenues, headcount

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WHILE IT solutions providers are mulling the current opportunity in providing cost-saving solutions to corporates, a Dutch technology company with VC funding that has its only global development centre in Thiruvananthapuram is walking the talk.

Flytxt, which has its headquarters in the Netherlands and development centre at the Technopark here, is expecting to mark its biggest revenue growth this fiscal.

The two-year-old company which provides an integrated technology platform for mobile marketing, is planning to up its headcount from about 60 at present to roughly 150 by the



end of this year and expects revenues to grow 300%. "These are the times when marketers are looking at extremely targeted marketing options and mobile marketing is seen to be both personalised, focused and immediate", Flytxt group CEO Vinod Vasudevan told ET.

He said mobile marketing prospects were distinctly on the rise, given the 3 billion plus mobile users globally and over 300 million in India. Flytxt is focusing on markets in India and the

region, South and sub-Saharan Africa, and Latin America, and expects to target the Chinese market at a later stage.

Mr Vasudevan said Flytxt was able to penetrate the market with its technology platform Neon, which was integrated, transformational and scalable. He said companies were demanding demonstrable savings in cost in reaching out to customers and that Flytxt was expecting this opportunity to rake in far higher revenues this year.

The company is taking the one-time licence and rate of usage models to raise its revenues from mobile operators, and a significant part of the company's expected 300% growth in revenues this year are expected from the Indian market.

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