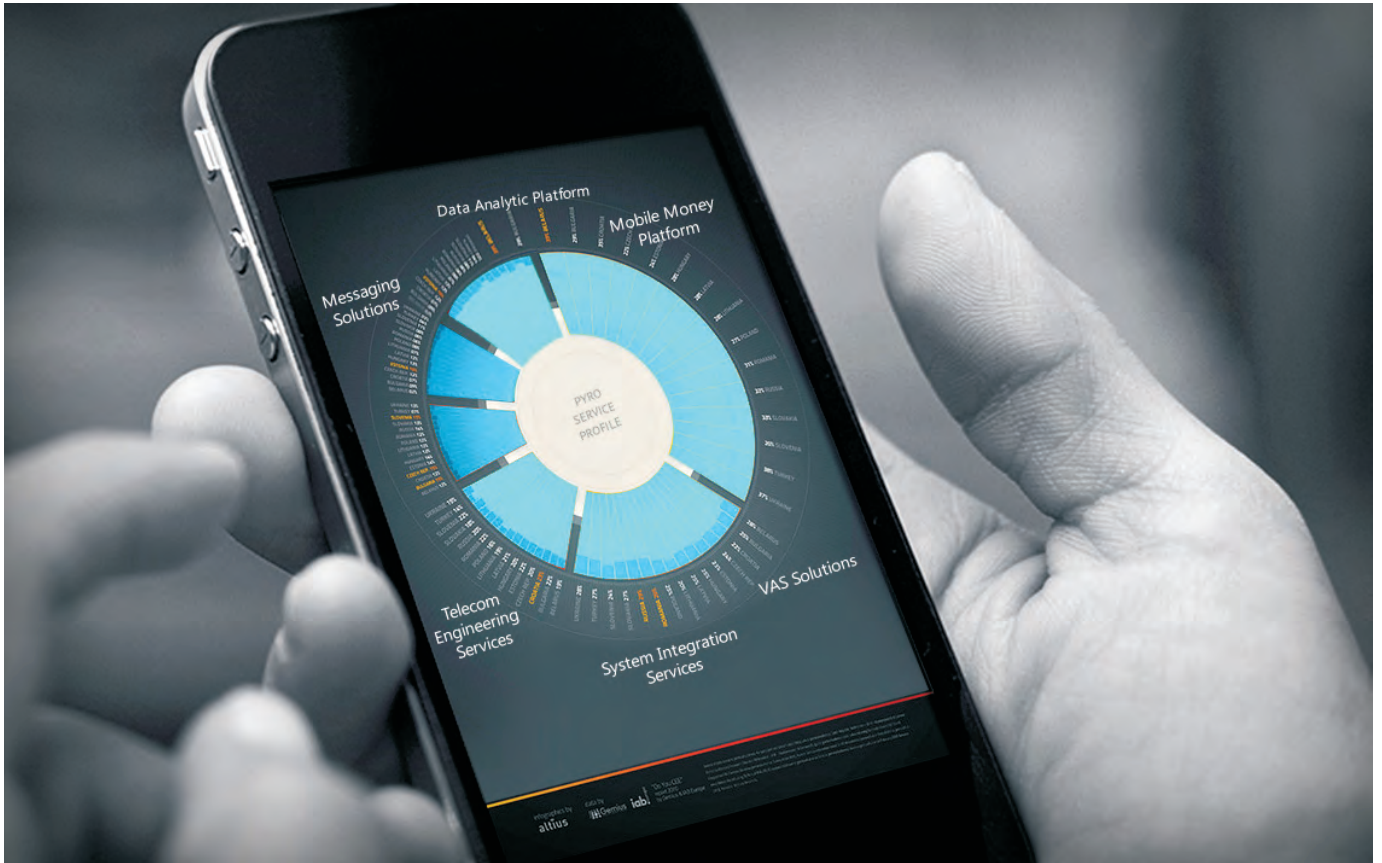


Telecom 360°

PYRO CORPORATE PROFILE



Pyro Group has been the industry leader in offering world-class technology enabling telecom solutions across 200 telecom networks, reaching over 600 million subscribers, spread across 58 countries, partnering with 32 clients.

The main focus being on value for customers and partners, Pyro has devised solutions that not only enhance end user's mobile experience but also improve the partner's business performance. Since 1999, with their ability to think differently, Pyro as a team has come up with a range of solutions that contributed to the telecom revolution.



HISTORY

Pyro founded in 1999, started out as a team of out-of-the box thinkers with a passion for applying thought in order to create solutions. The core group can be called visionaries of their time, using their ideals to think differently and create a range of solutions, which when implemented, contributed to the revolution in the telecom space.

- Started in 1999 with a Comprehensive Sports Portal on SMS
- In 2000, Pyro came up with Insta-Messaging on mobile
- Later in 2001, InRoam, a prepaid solution launched with Celtel, Africa
- The very first CRBT solution was launched with Hutch, India in 2002
- In 2003 Pyro introduced Deploys Voice Mail and SMSC
- First Number Management System launched with Hutch, India in 2004
- In 2005, Channel Top up, mobile recharge solution was launched with BSNL, India
- 2006 witnessed Pyro introducing over 8 Voice Portals for content with various operators in India
- Pyro deploys Inroam in 23 networks in Africa with Zain in 2007
- 2008-Pyro wins Global Telecoms Business Award for innovation in the 'Most Innovative Best Service Category InRoam'
 - Pyro's Roaming Hub Solution was conceived
 - Pyro acquired Mumbai based BKP Consultants
- In 2009, Pyro signs Non-Exclusive Resale agreement with Motorola Solutions
- 2010 - Pyro signs an IBM - OEM agreement for Customer Application Services - Resource Augmentation
- 2013 - Pyro in Top 100 SME at SMS Awards
- Pyro completes successful pilot of BSNL Andhra Bank prepaid card
- In 2014, Pyro is nominated among the Top 100 SMEs at SME Awards for 2nd year and gets RBI License for issuing prepaid payment instrument

PYRO OVERVIEW

- Pyro Telecom is successfully established in many countries across Africa, Asia, Indian sub-continent, Middle East and Europe
- The company provides telecom solutions across 200 telecom networks, reaching over 600 million subscribers, spread across 58 countries
- Pyro is known to create a window of revenue opportunities for operators across global channels and distributors
- We are IPR driven pioneers in telecom solutions worldwide with a regionalised administration, which comes from carefully selecting alliances. Significant investments in R&D help us in thinking ahead of the market & enable world-class delivery with support 24 x 7

PYRO GLOBAL PRESENCE



PYRO TELECOM SOLUTIONS

One of the Pyro Group companies, Pyro Telecom Solutions provides many technology based products and solutions for telcos and mobile network operators.

Pyro VAS Platforms

Roaming Suite

Pyro's Roaming Suite has many solutions such as Welcome SMS, Border Roaming Solution, Intelligent Call Routing, Roaming Retention, Prefer Roam, Roaming Quality Manager, Gateway Location Register, Camel-Lite, Virtual Local Number, Local Data Roaming and Local Recharge that can be layered basis a mobile operator's requirement. Roaming Suite is an intelligent application that helps subscribers recharge, transfer airtime, receive and send messages with ease across borders, without prefixing country codes while dialing and even have the added value of having their short code services in the home network, getting seamlessly recognised.

Dynamic SIM Allocation System

The Dynamic SIM Allocation System (DSAS) is one of the many innovations under Pyro's Platform Portfolio. DSAS establishes a centralised location for storing, accessing and administering complex number resources and information. It scales easily to accommodate growing volumes and types of operators and number requirements. Operators can easily submit number request applications online and receive assigned numbers and number blocks.

Messaging & USSD

Pyro's advanced and dynamic Messaging & USSD solutions include Speed Messaging Platform, Messaging Integration Broker, USSD Callback, USSD Gateway & Applications and USSDNext Mobile App.

Content Management

Pyro's comprehensive Content Management solutions like CMS and SDP help you understand your customers better, organise your data and ensure flexibility in service creation.

One App (Mobile SelfCare App)

Pyro's OneApp provides subscribers the convenience of accessing their account and billing details. It allows them to pay bills, recharge prepaid accounts, manage VAS subscriptions, order games, music and movies and do much more. Pyro's OneApp is a native application that can be downloaded on iOS, Android, Windows, Blackberry and J2ME compatible smartphones and devices.

Voice Applications

Pyro's Voice Applications include innovative solutions like OBD&IBD, Call Back Ring Tone (CRBT), Missed Call Alert & Voice Mail Systems, Voice SMS and Background Music.

Pyro Engineering Services

Radio Network Planning and Design

Radio Network Planning Services include radio network and transmission planning, dimensioning, coverage prediction, nominal and detailed planning with different radio network planning tools, site selection and survey, antenna design, parameter setting, frequency planning, initial tuning and documentation.

Installation & Commissioning

Pyro offers quality services for BTS and Microwave Installation & Commissioning.

Network Operations & Maintenance

Our Network Operations and Maintenance service portfolio enables network operators to focus on the core of their business in marketing, brand building and value creation while ensuring effective network operations and maintenance activities that yield significant reduction in operational expenses.

Core Networks Services

QOS improvement can be achieved by expanding the coverage area and by optimally utilising the available resources on both the access and the core network parts. Pyro performs and supports planning, installation and commissioning, integration of NW elements and operation and maintenance activities in CS core network.

Consulting Services

Pyro provides highly skilled consultants with the right attitude, responsibility and sincerity towards work to meet given targets in the best possible timeline across Indian and Overseas market.



PYRO FINANCIAL SERVICES

Pyro Financial Services provides facilities such as Speedpay+ (Mobile Money Platform), Local Recharge, Electronic Airtime Top-up, Merchant Aggregation, Advance Airtime and Prepaid Card Program Management.

SpeedPay+ (Mobile Money Platform)

SpeedPay+ is a multipurpose wallet used for purchase of commercial entities and services using various online or mobile channels.

Electronic Airtime Top-Up

E-TopUp enables prepaid mobile subscribers to recharge their prepaid accounts at a retailer outlet and pay for the same to the retailer. It does this by sending appropriate commands to the Intelligent Networks (IN), which in turn handles the talk time transfer process.

Prepaid Card Program Management

Pyro offers mobile wallet linked to reloadable prepaid card which can be used to store money, transfer funds, make payments (in-store & online) and withdraw cash from ATMs.

The Card holder can enjoy following features:

- Cash In/Cash Out via MNO agent or Bank
- Remittance through Mobile App, USSD Menu and Portal
- Bill payments
- Make payments to merchants who accept MasterCard
- No credit check
- No need for bank account
- No minimum balance or penalties
- Earn loyalty points for every \$ spent & redeem points for attractive rewards
- Track and manage spending using the mobile

Local Recharge Hub Platform

Local Recharge Hub Platform addresses the needs of Airtime Transfer/ Top-up and Mobile Money transfer to other Mobile Money Transfer Hubs in one single platform.

Advance Airtime

Pyro's Airtime Advance Service is an intelligent and market driven platform which provides Airtime Advance to prepaid subscribers based on their credit profile. Subscriber's credit profile is created on multiple parameters based on business logic definition. Airtime Advance solution provides operators a high revenue earning potential with minimal investment and zero financial risk.

Merchant Aggregation

Pyro's SpeedPay+ is a one stop solution which empowers the retailers & customers to have their virtual wallets in the system, where they can maintain the virtual money. Instead of carrying real money, credit cards & cheque books, customers can use the mobile wallet for several financial related transactions like purchases, bill payments and money transfers. The system has an inbuilt capability to integrate with banks and card management systems, allowing it to manage prepaid cards by linking them directly with banks. It also supports fund transfers between bank accounts and prepaid cards and vice versa.

EyeSpot

Pyro's EyeSpot provides for historical, current and predictive information about the customer by analysing the various commercial, transactional, and multiple systems, warehouse data to get information in a timely and efficient manner, in order to make realistic decisions.

Pyro's Network Performance Management module is designed to fulfill the need of senior management, network operators and engineering specialists in order to monitor, fine-tune and optimise the performance of the entire system.

Roaming Fraud Detection

Roaming Fraud Detection is a comprehensive roaming monitoring solution that maximizes protection against roaming fraud on operator networks. It can help reduce the risk of roaming fraud, protect your network investments and safeguard the environment for the increasing number of roaming subscribers. It provides immediate access to the critical information needed to combat roaming fraud.

Bill Shock Manager

Bill shock is a negative reaction a subscriber can experience if their phone bill has unexpected charges. This will happen when the subscriber switches on the data unknowingly when he is in roaming.

Bill shock application picks the GGSN CDRS, decodes and processes the CDRS. If subscribers are exceeding the data usage limits as defined by the operator, then Bill Shock Manager will curb the subscriber from using data by sending a warning SMS. If subscriber still wants to use the data service he can activate the service by dialing the USSD short code.

Roaming Quality Manager

Roaming Quality Manager (RQM) is an integrative roaming network analysis tool which generates various reports & alarms to ensure controlled & effective operation of roaming networks. RQM taps SCCP/ISUP roaming links for relevant information which can be captured, decoded and stored in the form of EDRs in RQM database. For further analysis RQM collects MAP, CAP and ISUP messages which flow over roaming links.



SME Award Winner - 2014

Pyro takes pride to announce it's selection amongst the top 100 SME Award winners for the Year 2014, the second consecutive year in a row. These prestigious awards had over 63,000 nominations, out of which Pyro made a mark up to the top 100.



SME Award Winner - 2013

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Global Telecoms Business Award - 2008

Pyro's InRoam SDP has won many Global awards including the Global Telecom Business Award 2008 for The Most Innovative Product Category.



GSMA - Global Mobile Awards - 2008

Pyro's InRoam was nominated with GSMA - Global Mobile Awards 2008 as the Best Roaming Service or Category.



Global Telecoms Business Award - 2008

In CommsMEA Awards 2007, Pyro's InRoam roll-out under the One Network Service won the award for the Most Innovative Product category.



Pyro Group

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