



E-Infochips, Indian Angel Network invests in Digilogue

PRESS RELEASE

- *Brands will need to become Mastheads in the digital world and the power of companies will be the power of their digital dialogues.*
- *Funded by e-Infochips and Indian Angels Network's Rajan Anandan and Puneet Vatsayan*

New Delhi, April 8, 2009: E-infochips, India's leading Spec-to-Silicon-to-System solutions company and Indian Angel Network, India's first & largest Angel network, has announced its investment in Digilogue Communications (www.digilogues.com), India's first comprehensive Digital Client Content Publishing Services across web and mobile media to engage customers directly, build brands and corporate reputation and deal with online communication challenges and opportunities. Digilogue Communications is promoted by media and communications professional, Supriyo Gupta. The digital services foray is being funded by e-infochips and Indian Angel's Network's Rajan Anandan and Puneet Vatsayan. The Client Digital Publishing and Brand Management Services market is the fastest growing marketing communications sphere.

The world's top 27 digital media firms increased their earnings to \$74 billion in 2008, up 20 percent over 2007 totals of \$61.5 billion, according to market intelligence firm Strategy Analytics. Surveys across the world are looking at stronger investments in the digital space in 2009. India is witnessing higher digital engagement than the global average across all web platforms. According to a recent survey, India has a much percentage of netizens blogging, video casting, podcasting and subscribing to RSS feeds, compared to the global average. Social networking in India has increased 51% in last year.

According to investor in Digilogue, Rajan Anandan, "Digital Dialogues are game changing. We believe that Digilogue has the model for the way in which companies will transform their customer and business relationships leveraging the power of the web and mobile worlds."

Puneet Vatsayan, Chairman of TiE Chandigarh and founder of Mobera Systems, says "People like to unite, read, circulate and gather around brands. In the web ocean, brands have become buoys. We see today everyone using technology from a traffic point of view. The real measure of success will change from page views, page ranks and number of clicks to a count of relationships, conversations and communities."

Says Pratul Shroff, Managing Director of e-infochips, "While Digital spaces will neither replace print nor television in the role that it plays in communicating brands, it will and has already created new rules of engagement. At the same time, digital communicators will need to work closely with technology based firms as much as with creative talent to deliver a wide spectrum of talent. What we will see in the future is a new business model where talent and technology will combine with editorial acumen and social skills to deliver solutions for companies and brands."

Says Managing Director Supriyo Gupta, "In the years ahead, companies and brands will measure customer engagement by the audiences they gather directly, the manner in which they respond directly to the community and the extent to which they are able to directly arm their customers with first hand information."

According to a DoT, Nasscom and Telescope survey, Over 78% of the Internet Users are in the age group 18 – 39 years. The capital cities (New Delhi and other state capital) accounts for 79% of Internet Connections of the country. More than 86% of top Corporate Houses have endorsed internet and E-Commerce is an integral part of their corporate strategic framework. Over 76 % of the Internet Users use E-mail Services, over 61% of the users access Internet from school, colleges, place of work and cyber cafes while 27% access Internet from homes. Among the career conscious and education driven middle class, Internet is seen as critical to success in professional life.

Digilogue Communications is being staffed over the next year with over a hundred software developers, web designers, graphic artists, brand specialists, business strategists, content writers to provide clients the power of a digital media house. Digilogue has also tied up with companies engaged in development of mobile applications, blue tooth, animation, content sourcing and video and audio content.

ABOUT DIGILOGUE COMMUNICATIONS

Digilogue (short for Digital Dialogues) Communications provides our clients a comprehensive platform of Digital Content Publishing Services across web and mobile to engage customers directly, build brands and corporate reputation and deal with online communication challenges.

Digital Dialogues is a Universal Digital Content Publishing & Broadcasting service. The devices to be used in online DIALOGUES seeks to build brands, reputation and engage audiences directly for the purpose of promoting, marketing or securing mind space for a company, brand or service.

OUR PROMOTERS:

PRATUL SHROFF, E-INFOCHIPS

E-Infochips is led by Pratul Shroff who brings his formidable definition, vision and architecture skills to each project. E-Infochips is an IP driven Spec-to-Silicon-to-System solutions company, all under the one roof. eInfochips' Headquarters are Ahmedabad, India while the USA headquarters are at Sunnyvale, CA . He has worked for 9 years at Intel and Daisy Systems. At Intel, he was one of the designers of the 80186 chip, fountainhead of the PC era.

INDIAN ANGEL NETWORK

Indian Angel Network is India's first & largest Angel network with successful entrepreneurs and high profile CEOs interested in investing in early stage businesses across India, which have potential to create disproportionate value.

PUNEET VATSAYAN

Puneet is a serial entrepreneur, international business executive, and mentor. Prior to founding Mobera Systems, Puneet co-founded a venture-backed company in Silicon Valley. He has also worked with Measurex Corporation / Honeywell and U.S. Borax / RTZ in International marketing and business development.

RAJAN ANANDAN

Rajan Anandan is an active angel investor in the US and in India. Rajan focuses on early stage investments in education, clean technology, internet, software and healthcare. Rajan's professional career has spanned across high technology and management consulting. Rajan, who is investing in his personal capacity, is currently the Managing Director of Microsoft India. Prior to joining Microsoft Rajan was the Vice President and Country General Manager of Dell in India. Prior to joining Dell, Rajan was a Partner with McKinsey & Company in Chicago.

SUPRIYO GUPTA

Supriyo Gupta is a leading communications consultant with over a decade of experience in journalism and over a dozen years of public relations consulting to India's leading companies and a host of Fortune 500 firms. Over the past decade, he has built two leading public relations firm, including Torque Communications.