

Press Clipping

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RCom opts for Flytxt

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Reliance Communications has opted for the Neon mobile marketing platform developed by the Netherlands-based Flytxt. This will enable the telecom company to boost revenues from voice and value-added services through intelligent mobile marketing, says a Flytxt press release. Flytxt's global software development centre is located in Technopark Thiruvananthapuram and the company is now focusing on capturing more business from the Indian market. – **Our Bureau**