

TYPES OF VALUE ADDED SERVICES



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- Consumer Value Added Services
- Network Value Added Services
- Enterprise Value Added Services

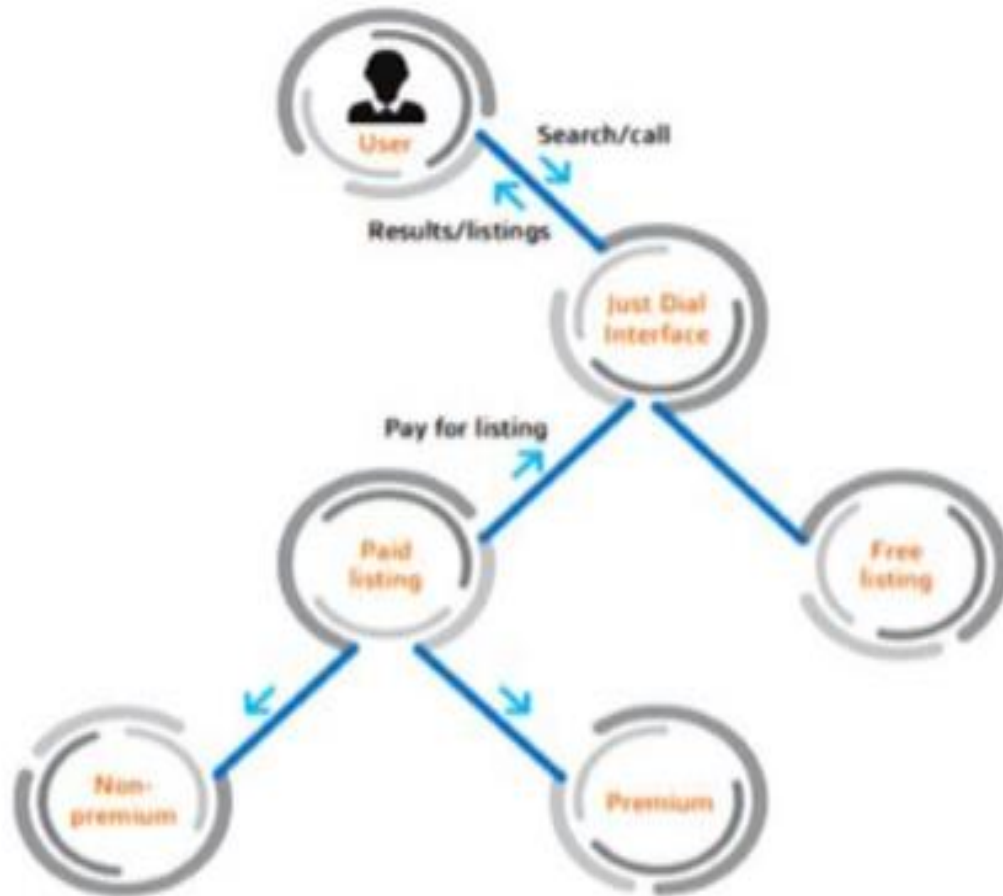
CONSUMER VALUE ADDED SERVICES

- This type of value added service is directly availed by the end user
- Examples
 - JustDial
 - OLA cabs

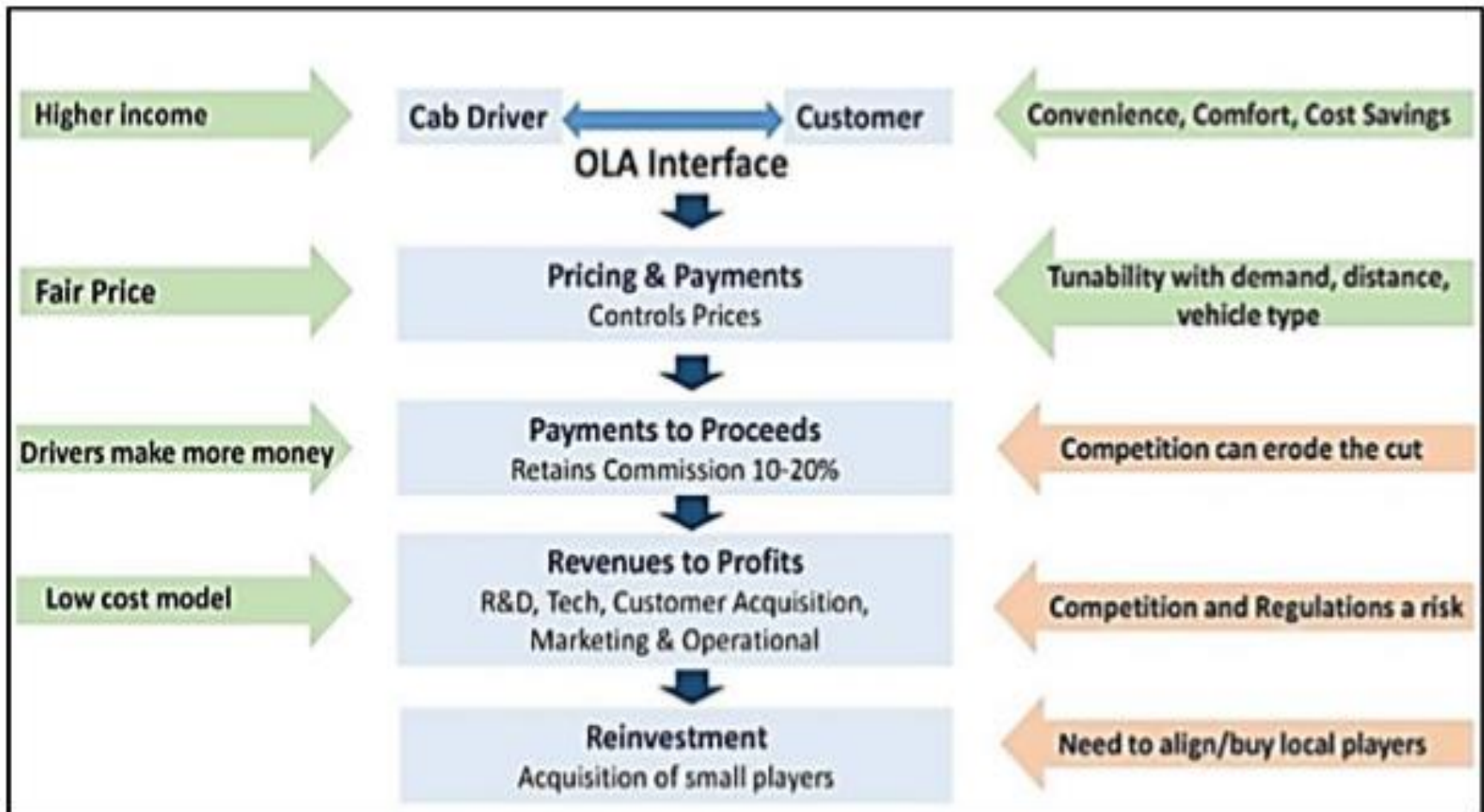
JUSTDIAL

The image shows a screenshot of the Justdial website homepage. At the top, the browser address bar displays "www.justdial.com". The Justdial logo is on the left, and navigation links for "Free Listing", "ADVERTISE", "FAVORITES", and "LOGIN or SIGN UP" are on the right. A vertical menu on the left lists services: Air Tickets, Anything on Hire, Apply for Loans, Auto care, Automobile, B2B, Baby Care, Banquets, Bills & Recharge, and Book Hotel. The main content area features a search bar with "Delhi" and the text "Search for anything, anywhere in India". Below this is a large banner for "BILLS & RECHARGE" with the subtext "PAY WITH CONVENIENCE" and a "Pay Now" button. The banner includes an image of hands using a credit card and a tablet. A "Popular Services" section at the bottom lists "RESTAURANTS" (Order Online, Book Table, Trending) with a spaghetti image, and "SHOP ONLINE" (Mobile, Televisions, Air Conditioners) with a smartphone image. A vertical "Advertise" button is on the right side of the banner.

JUSTDIAL BUSINESS MODEL



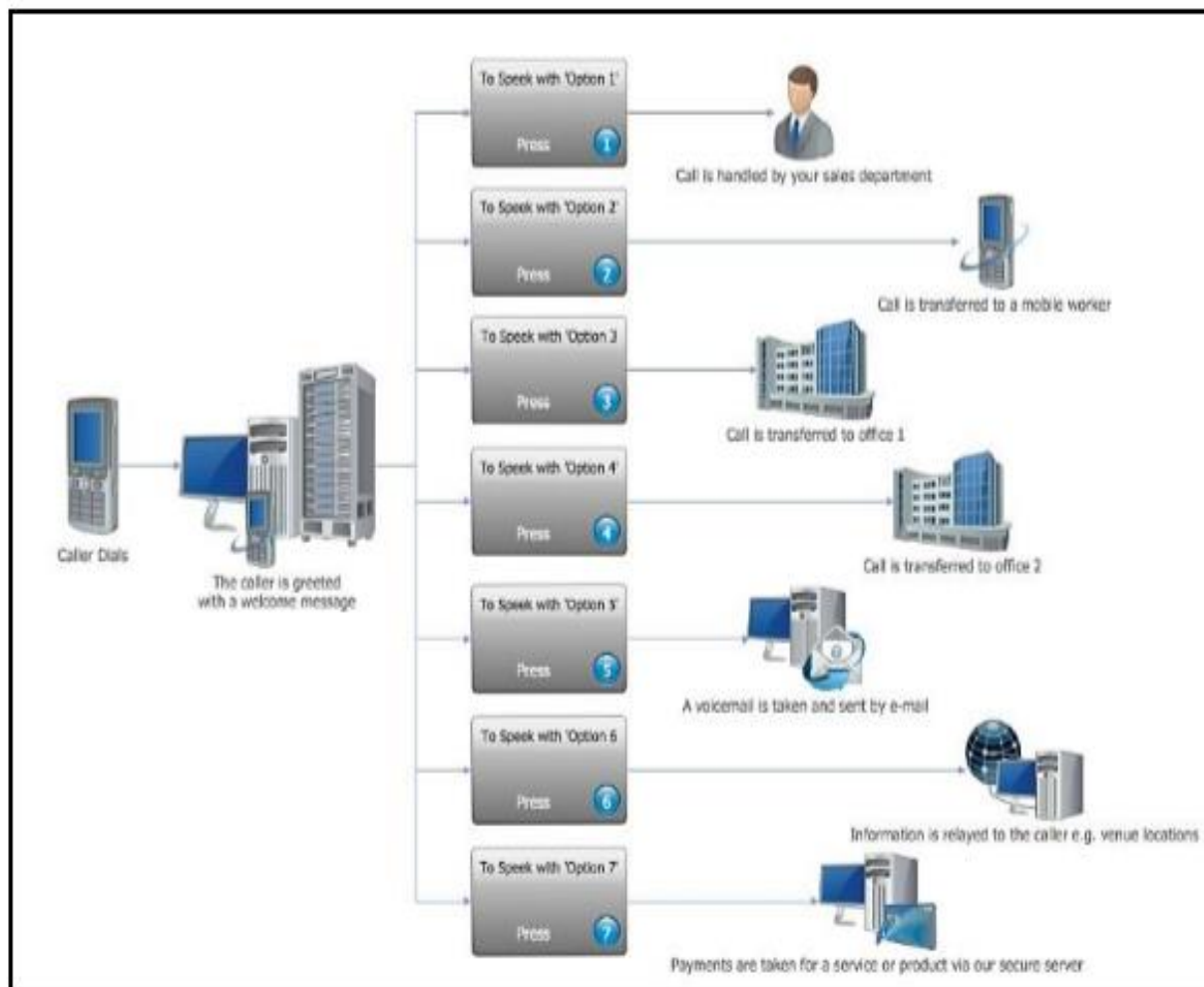
OLA BUSINESS MODEL



NETWORK VALUE ADDED SERVICES

- This type of VAS refer to technical platforms used by mobile service provider to deliver services to the end user.
- Example
 - IVR
 - CMS
 - WAP

IVR



ENTERPRISE VALUE ADDED SERVICES

- This type of VAS refer to services offered to enterprises or organisations.
- Enterprises uses this type of value added services to enable their professionals to stay connected and perform tasks using wireless mobile devices

THANK YOU