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Net4Nuts rings in pull email

KAMRAN SULAIMANI

TIMES NEWS NETWORK [TUESDAY, MARCH 20, 2007 03:09:32 AM]

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AHMEDABAD: If a Blackberry is burning a hole in your pocket, an Ahmedabad-based IT professional has an antidote. City-based IT company Net4Nuts, a mobile value-added services provider with a focus on information management solutions, has just logged into email-on-mobile, or a pull email service, which will help access emails even on entry-level GPRS-enabled cell phones.

The company has already tied up with all the major cellular service providers in India, including Airtel, Hutch, Idea to name a few as well as with Orange in Thailand and Selcom in Malaysia.

"The market for pull email is still nascent. But it is growing. People largely communicate through voice, however, more people want to access email on the move," says Idea Cellular circle head (Gujarat) Gururaj Kulkarni. Net4Nuts is a partner for Idea in offering a particular category of email which is called pull email.

The service has been targeted towards individuals as well as SMEs across the developing economies who want to avail the service while on the move. Net4Nuts claims the service costs one tenth of the push email offered by Blackberry for Hutch and Airtel as well as Ericsson for Idea.

"We believe in making it simple. You need not have a Blackberry and you are not required to install complex software with our service. All you need is a GPRS enabled phone and registration on our website. We are offering the email on go services to our customers free of cost," said Net4Nuts CEO Chirag Patel. The month-old website has already attracted 30,000 users from across five continents. The company is expecting the number of users to cross two-million mark over the next three years. Mr Patel expects the revenues to cross \$30 million from the current \$1 million.

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