



**Gupshapping leads India's empowerment wave**  
***Focussed communities like Health, JaagoRe & Stree herald the new Indian mindset***

**Mumbai, January 04.01.2010:** It may have started small, but today, SMS GupShup has grown to become the largest and fastest growing mobile social network in the world. With over 25 million members interacting via 2 million communities, SMS Gupshup has introduced a new word in the human lexicon – gupshapping. The art and science of keeping in touch, sharing information, making friends, garnering world views and many such needs are being fulfilled through gupshapping with friends, family, colleagues and others. From joining as members following particular communities that interest them, SMS GupShup members are now actively creating their own cause led communities as a means to contribute to India's progress. Quite recently, three new groups on civic and women's empowerment issues – **Healthcare, JaagoRe and Stree** have debuted on the SMS GupShup platform and are receiving an enthusiastic response. Specifically, these communities motivate and activate action towards creating a better and progressive India.

- **Jaago Re**, *a fight against corruption*, boasts of over 5000 members within a month of its launch and is growing rapidly. The community seeks to identify issues and provide solutions that are feasible and acceptable to the masses.
- Through the '**Stree**' community, which has thousands of emancipated women as its members, SMS GupShup empowers its members through information distribution and value-adds like identifying unsafe zones for women in each city across the country; safety tips to prevent mishaps and how to tackle eve-teasing etc. SMS GupShup also facilitates opinion sharing, exchange of ideas, profiling inspiring female role models, and much more.
- Various "**Health**" communities addressing specific health related issues are springing up with thousands of followers signing-in to participate as well as gain knowledge, clarity and solutions to their problems. The 'health' communities are all run and managed by Doctors, Nutritionists and other like minded professionals, thereby ensuring sound advice, authentic diagnosis and credible prescriptions.

Commenting on the emerging gupshapping trend, **Beerud Sheth, CEO, SMS GupShup** said, *"Gupshapping is fast becoming a way of life. In India, which has a 10 times larger cellular network reach and penetration when compared to the Web, the future is going to be the mobile phone. A true convergence device that, over a period of time, becomes the most critical necessity in every human being's life. Today, we are at 25 million members and soon we shall be over a billion, making us the largest and most powerful social network in the world!"*

The three new communities are already attracting a large number of membership requests with the Health Community garnering over 20,000 members. Members of each community receive relevant text messages during the day and post their comments or observations when required. Salient features include:

- 1) **The Health Communities:** Have more than 20,000 members seeking remedies, advice and help on issues related to dental care, skincare, hair care and even ayurveda. Practising Doctors and medical experts are managing these communities and providing timely, authentic and credible solutions to members. Get advice on skin queries from Shah Skin & Physiotherapist Clinic, Mumbai on better skin and beauty management. Having a bad hair day? Don't worry! Join the Hair Care community and renowned Hair specialists will tell you



how to have gorgeous hair and will update you about the latest hairstyles. Toothache is now a mere gupshup away! Dental expert, Dr. Nipa Sheth answers all queries that members post!

- 2) **Jaago Re:** With around 5000 members, this community welcomes all those who have a want to drive out corruption. The Author of this community disseminates information related to 'corruption' including its impact on the Nation, its spread and reach, a thorough diagnosis of this cancerous disease and also provides members with solutions on how to report and tackle corruption if they are victims or witnesses to it. Visit [http://www.msgupshup.com/groups/jaagore\\_](http://www.msgupshup.com/groups/jaagore_) for more details.
- 3) **Stree:** Is another popular and fast growing community on SMS GupShup! Focusing on women's empowerment and encompassing various issues - fight against harassment, knowing their rights at the workplace and home, tackling domestic violence, preventing victimisation etc., - Stree adds informative and emotional value to every woman's life. One time it could be through a gupshup (message) that informed women about a ladies-only taxi service while at another time it was a gupshup that provided information on outlets from where any woman could buy pepper sprays for their protection and defence.

For a sample of alerts visit <http://www.msgupshup.com/groups/stree>

### Becoming a Gupshupper

It's easy and fast...

Just SMS to 09219592195:

***JOIN Stree or JOIN JaagoRe***

and start connecting with like minded people who share your passion and concern!

To subscribe to **Health care** communities, sms to 567678.

***JOIN HairCare,***

***JOIN DentalCare***

***JOIN SkinCare***

***JOIN Ayurveda*** And take the first step towards good health!

### **About SMS GupShup**

SMS GupShup is the world's largest social SMS service that allows users to communicate and connect with family, friends and fans using mobile handsets. SMS GupShup extends the capabilities of p2p sms technology to social messaging including 1-to-many, many-to-many and many-to-1 communication, thereby enabling social interactions on sms, the only medium that reaches 4 billion users worldwide. Launched in April 2007, it is used by 25 million users in over 2 million communities.

Brands and enterprises use the SMS GupShup platform for their mobile marketing needs including advertising and customer engagement. Carriers use the reply-all capability of SMS



GupShup to increase ARPU and loyalty of their subscriber base. SMS GupShup also sells premium content and services to consumers.

Founded by seasoned Silicon Valley entrepreneurs and incubated at the IIT Bombay Business Incubator, the company is funded by Charles River Ventures and Helion Ventures. To know more details visit [www.msgupshup.com](http://www.msgupshup.com) or sms GUPSHUP to 567678.

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