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Videocon Launches Mobile Based DTH Recharge Service

Posted Saturday, May 15, 2010 By ITVARNews Network

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Videocon has announced launch of Mobile based DTH recharge service for their customers in partnership with atom technologies, a provider of mobile payments. Videocon 'd2h' subscribers can now instantly recharge their account from their mobile phones by simply downloading an application called "atom" thru SMS. After completing the registration customer can access this service and recharge their account using a credit card.

Anil Khera, CEO , Videocon 'd2h' said, "The success of the IVR platform proved that the subscribers were looking for easier and convenient platforms for recharging. The proven expertise of atom technologies, to provide secure and easy-to-use transaction platform has helped us deliver convenient solutions to our customers."

The company has put into place, an IVR (Interactive Voice Response) based platform from Atom. According to a company statement, atom platform provides a completely secure and automated environment to end customers.