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# **INSTANT RECHARGE**

**MOBILE RECHARGE API AND SIM BASE SYSTEM**

Business Model and Opportunities

# WHAT IS INSTANT RECHARGE ?

INSTANT RECHARGE is one of its kind solution for instant mobile recharge. INSTANT RECHARGE can recharge any mobile pre-paid or postpaid and it can also be used to recharge DTH subscriptions. we are also launching BSNL land line collection and electricity bill collection . The beauty of the service is that the recharging agent can recharge any mobile or DTH Subscription and every service from a single mobile and a single sim and online and get instant feedback.



# WHY MOBILES ?

- Most dynamically growing sector.
- Penetration level is highest among all modes of communications.
- Ample scope of expansion in VAS sector.
- India is the fastest growing market for mobile.
- Average user spends Rs. 220 per month on mobile recharge (The report given by TRY).
- There are 400 million mobile users in India (The report given by TRY).



# Latest Trends in Mobile market

- Rise in VAS Spending despite falling ARPU.
- Number of Subscribers on the rise.
- Launch of 3G services which has a higher prospect for VAS and higher revenues.
- Rising profits of major telecom giants.
- 900 million + users by 2013 estimates



# The Rise Of DTH Sector

- Other than mobiles DTH is a huge revenue earner.
- 11.1 million DTH subscribers in India.
- And this figure is rising and there are around 40 million cable tv users so the growth potential is high.
- Like mobile DTH also needs monthly recharge.
- Average recharge is a minimum of Rs.200





# WHY WE CAN !

The basic problem with the 3<sup>rd</sup> party recharge system is the complexity of the process an average only a miniscule population has access to internet and who use credit cards. There are multiple websites providing the service but none has been able to provide a solution that can address the problem of making the system available to masses. We just use a simple mobile connection to recharge the customers mobile without any hassle. The cost of ownership remains low and all existing easy recharge outlets can shift to this facility. One can easily think of it as a part time employment. So by reaching the masses we can surely turn the tide our way.



# WHAT THE WAYS TO LAUNCH THIS TYPE OF SERVICE?????

- API BASE SYSTEM(INSTANT API)
- SIM BASE SYSTEM(INSTANT RECHARGE)





# WHAT IS API TECHNOLOGY?

- White Label / API / XML is the Solution for new entrepreneurs to enter in to the market with new marketing ideas and strategy at shared cost and utilization of resources up to the level of utilization in really very low cost . For example in this new World mobile has transformed the way that we recharge our mobile, pay telephone bill, mobile recharge, DTH recharge etc. come to one shade. The role of the one point mobile recharge white level API is to save time and provide error free mobile recharge solution to in reduced cost to its clients. We can recharge our mobile, pay telephone bill, mobile recharge, DTH recharge etc. just clicking a mouse with the help of internet.





- You can get various types of Recharge API packages from Ecomsolution and as a matter of fact, we have one of the best Recharge API solutions available in the present day recharging solutions arena. We make your Recharge API options extremely cost-effective, as well as useful and at the same time making no compromises on efficiency. We put all efforts for introducing the latest technological trends and that makes our Recharge API solutions above par always. To offer the greatest services and effortless the recharging to their own customers , industry have started demanding their own White Label Software/ White label application from us.



## POSITIVITY :

- 1) One time investment.
- 2) Oldest technology.

## NEGATIVITY :

- 1) No direct connecting to service provider like Airtel, Vodafone etc.
- 2) Wrong number recharge refund not possible.
- 3) Third party dependency.
- 4) Balance take from Api provider is compulsory. You can not take it from market or service provider register distributer.
- 5) Refund is not in your hand( dependency).
- 6) All postpaid bill collection not possible.
- 7) Sim activation is not possible.



- 8) If any problem comes on recharge you can't call directly to the service provider's customer care for solve your problem instantly.
- 9) Commission is low.
- 10) You must be use long code and bulk sms.



## **COST OF API TECHNOLOGY?**

- **Only api link:-Rs.30000**
- **Commission:-4% flat**

**For recharge portal Cost:-  
1lakh**

**WHITELABEL :- RS.50000**

**Commission:-4% flat**

# WHAT IS INSTANT RECHARGE(SIM BASE SYSTEM)?AND HOW ITS WORK?

- INSTANT RECHARGE is a PC based system that enables recharge outlets using E-recharge SIMs or Internet for recharging, to extend their services through remote agents apart from recharging for Walk in customers. The remote agents registered with the system can send recharge requests to INSTANT RECHARGE through a simple SMS. Remote agents do not need E-recharge SIMs or GPRS handsets. Recharge is carried out automatically by the system after receiving the requests and responses are sent back through SMS. INSTANT RECHARGE is highly configurable and provides a host of powerful features to extend your reach, grow your recharging business and manage it better

# POSITIVITY & NEGATIVITY OF SIMBASE SYSTEM



## POSITIVITY :

- 1) Direct connecting to service provider like Airtel, Vodafone etc.
- 2) Wrong number recharge refund possible.
- 3) No third party dependency.
- 4) Balance take from us is not compulsory. You can take it from market or service provider register distributor.
- 5) If any problem comes on recharge you can direct call service provider's customer care & solve your problem instantly.
- 6) Refund is in your hand(no dependency).
- 7) All postpaid bill collection possible.
- 8) Commission tooo much. As your transaction volume will increase your commission also increase up to 8% - 9%. Minimum percentage 4.5% - 5% averagely.
- 9) Sim activation possible.
- 10) No need to use long code or bulk sms. U can send sms through a normal sim. Where your sms costing come 1 - 1.5 paisa & here if you use bulk sms your costing will increase



minimum 15- 20 paisa.

If you want to take long code from the market you have to pay yearly 10 – 15 thousand for a shared long code. If u want your own long code you have to pay monthly 15 – 20 thousand. But here you just insert a normal sim & it will be your server number.

## **NEGATIVE :**

As your transaction volume increase your investment must be increase.



# THEN WHY YOU BUY THIS TECHNOLOGY?

If you take Api technology you will get originally 1.99% - 4% maximum(service provider wise different). And which service provider are rulling the recharge market means which service provider recharge volume is maximum, you will get 2.5% maximum commission. But in market if you search you will get 4 - 4.5% flat commission in Api. **WE DON'T KNOW HOW THEY ARE GIVING.** But what commission we are saying in Api that is the actual commission. Now you think if you start this recharge business you have to give your retailer 3% commission averagely & if you recrute Distributer & MasterDistributer .5% - .75% commission extra.

Then how you give it in your Api technology?

You have to give this commission to penetrate in the market , otherwise you will smashed from the market.





If you want to disbase 3.75% commission in your level you will loss 1% - 1.5% averagely.

**THEN WHAT WILL U DO NOW ?**

If u take sim base technology you will get 4.5% - 5% commission initially & when your business increase , your commission will also increase as we say in past. So, now here if you want to disbase 3.75% - 4% commission you will profit 1% - 1.5%. But if you disbase this commission in Api you will loss 1% - 1.5% commission.

**NOW DISSION IS YOUR'S.....!**



# PROFIT SEGMENT OF SIM BASE TECHNOLOGY

- agent activation fee(decided by you)
- you will get recharge comition 4% to 5 %.suppose you give your retailer 3% and for distributer .5%.then your profect 1% to 1.5 %
- which balance you give to your retailer that is actually virtual balance means that is not connect with your sim balance.
- from some adding feature you can also earn more profect

# AND IDEA OF MINIMUM CALCULATING OF PROFIT.

Suppose you are taking 32 port hardware & software, you have to pay us 1lack 98 thousand. Now if you recrute only 1000 retailer within 3 months & if you say them that Rs.200 minimum balance maintain, you will collect from the market  $1000*200=Rs.200000$  (2 lacks only). So your investment will return in your pocket within 3 months. Now suppose you have recrute 300 retailer in first month then we think every retailer will take recharge balance from you Rs.1000 daily. So, your daily recharge volume is  $1000*300=Rs.300000$ (3 lacks only). You are getting 4.5% - 5% averagely commission & you disbass in the market 3%. So, your profit is minimum 3000rs daily( In the base of 1% recharge volume profit). And your monthly profit is 90,000 from the very first month.

Now suppose your direct retailer strength is 300 & through distributers, super distributers, retailer size is 700.



Then your **direct retailer** collection is  $300 \times 1000 = \text{Rs. 3 lacks}$  daily (your commission is 1% min). **Then now your profit 3000 daily.**

Now your distributor collection is  $700 \times 1000 = \text{Rs. 7 lacks}$  (your commission is .5%) then profit 3500 (.5%). So, now monthly your profit is 1 lack 95 thousand in recharge commission.

**Now come to the virtual balance profit :**

your 1000 retailer no take recharge from you when their balance is '0' they will take recharge from you when their recharge balance is 500. So, now total  $500 \times 1000 = 5 \text{ lacks}$  is in your home. (This is the magic of virtual balance).

**NOW YOU THINK !**

Your investment is 1 lack 98 thousand for 32 port .

1<sup>st</sup> month your recharge profit 90000 within 3 months you will collect from the market 2 lacks that means your investment is come & also virtual balance facility you will get 5 lack rupees extra in your hand.

**WILL YOU NOT THINK TO START THE BUSINESS NOW!!**



# Mode of operation of INSTANT RECHARGE...

- **Walk in Customers** – The request is entered in the computer. INSTANT RECHARGE automatically recharges the request. Requests can be queued up in the system. Provision exists to issue receipts to customer if printer is attached.
- **Remote Customers** – The remote agent sends the customer mobile number and the amount by SMS to INSTANT RECHARGE. The system checks the authenticity of the remote agent and his available balance. It does the recharge automatically and sends a confirmation SMS to the remote agent with his latest balance and transaction ID received from network.

# Salient Features .....



- 1 line to 99 line expandable – Can support all operators
- GSM / CDMA terminals are connected to PC through USB or serial ports
- Supports prepaid Recharge, Balance transfer, Post paid payment, DTH recharge, Top up and Activation operations
- Operations supported through
  - E-recharge SIM
  - Pin transfer
  - SMS to operator
  - USSD message to operator
  - Internet
- Unlimited remote agent ,distributer,super distributer,master distributer accounts
- Credit / Debit operation



# Salient Features .....

- Facility to assign Account wise/operator wise/operation wise commission
- Simultaneous recharge on all lines
- Ultra fast recharging (within 9 sec recharge complete)
- Recharge Search
- Bulk activation / Bulk recharge
- Checks recharge Success/Failure automatically. Can assign manually also
- Can create field officer accounts
- Remote payment collection and entry by field officer
- Through sms new retailer activation
- Through sms service provider deactivation
- Through sms balance withdrawal facility
- Thorough sms any one can deactivate his down level
- Get original tran. Id of operator



# Salient Features .....

- Long code and bulk sms supported
- FRC commission and special voucher commission automatic debases
- Welcome sms customization
- Any confirmation sms also customized
- Any third party recharge sim also connected for recharge
- Thorough sms auto complain generate and after solve the complain the person will get the intimation also
- Low balance sms intimation on sim
- Any problem in any operator admin will get intimation on sms
- Lavel customization is on your hand
- Operator code select by admin
- Activation balance can also set





# Salient Features .....

- Sim activation commission also debases automatic
- Min balance maintain customization
- Wrong sms format intimation
- User friendly reports
  - Operator wise recharge report
  - Account wise recharge report
  - Status wise recharge report
  - Payment report
  - Balance report
  - Account statement etc
  - Graphically report



# Salient Features .....

Facility to send Bulk SMS

Facility to make voice calls

Facility to check Recharge Balance / SIM Balance of all operators

Automatic data back up

Recharge through Facebook, Yahoo messenger and Gtalk

When you are in out of office you will get lapu balance intimation.

Suspense Recharge auto clear

API integration possible

SMS format for your retailer or distributor in your choice

Financial accounts maintain

# WHAT IS YOUR INVESTMENT ?

Area:-As per your choice

Office:-Min. 1 computer

Investment:-Rs. Min 60000 (Rupees Sixty Thousand only) @  
eight port. included software and device cost

\*\*consider for bulk order

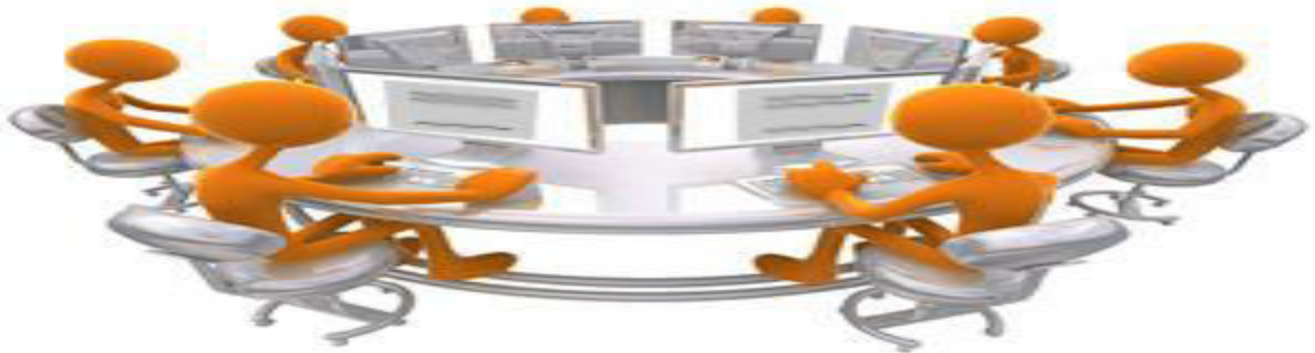




**What is your revenue.**

As you think.....

**NO LIMIT**





We strongly believe that together we can and we will create a strong and profitable network of dedicated individuals who believe in growing together working seamlessly like a closely knit family.



The logo for Ecomsolution.in features a large, stylized yellow 'e' with a thin yellow swoosh underneath it. To the right of the 'e', the text 'comsolution.in' is written in a bold, black, sans-serif font.

**comsolution.in**

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Thank You

Ecomsolution  
11,U.N.Bramhachari Road,  
Constantia Building 6<sup>th</sup> Floor  
Regus Constantia, Kolkata – 700017  
M :9733307770  
Contact No – 033 44000567  
For Any Enquiry :-  
9733307770  
Fax – 033 44000561  
Email: [enquiry@ecomsolution.in](mailto:enquiry@ecomsolution.in)  
Website : [www.ecomsolution.in](http://www.ecomsolution.in)