NextBigWhat

NEWS

Mobile Compression Software Startup, AdStringO Secures $350K Funding From IAN

Mumbai-based mobile compression software company, AdStringO Software has raised 350K from Arihant Patni, Vishal Khare and Viswanath Ramachandran. .

AdStringO Software comes in at a time when increasingly corporates are going digital and tapping the most unexplored markets in rural India. With Digital India is

aiming to build digital infrastructure to cover entire rural India by 2019, data will be central for this happen.

At a time when India's telecom infrastructure is still to get robust enough to provide 3G and LTE services, the hinterland is increasingly getting on the internet with 1G and 2G networks. This is where AdStringO Software plays an important role of providing disruptive technology for rural markets, on the existing infrastructure.

AdStringO Software will use the investment to strengthen the research and

development team in order to discover other new useful possibilities and further build on its advanced and robust technology solutions as well as increase marketing awareness about this revolutionary product.

Related

Connecting Rural India : This Is How Global Internet Companies Plan To Disrupt
In "Digital India"

Airtel launches 4G, first for India. Tariff Plans on the higher side.
In "Tech, Life & Design"

Tech Around WWWorld– Amazon Selling more E-Books than Hardcover Books
Amazon sold more E-books than hardcover books in the first three months of 2010. Amazon said, it sold 143 Kindle books for every 100
In "Tech, Life & Design"

By NextBigWhat | 📅 Jun 11, 2015 | 🏷️ #funding , #ian

>> Trending on NextBigWhat

Exclusive : Paytm Silently Pulls Out Grocery App
From The App Store

Airtel Distances Itself From Cease And Desist Notice Over iFrame Issue

This Is How This Hacker Hacked Into 62.5 million Zomato Users Data [Fixed]

Exclusive: Olacabs Hacked. Hacker Claims Access To User Details

FRONTIER BUSINESS EDGE

Business Internet w/ 99.9% Network Uptime & 3-Year Price Guarantee!

UPCOMING EVENTS

UnPluggd summer edition 2015:
Day 1 ProductConf &
Networking Evening
June 19

UnPluggd summer edition 2015:
Day 2 UnPluggd Conf.
June 20

FOLLOW US

365.9k Follows

Facebook
25k
Followers

Twitter
86k
Followers

g+

in

View All Events

About NextBigWhat ▲   We Are Hiring   Contact   Advertise   10 commandments.   PR

∧