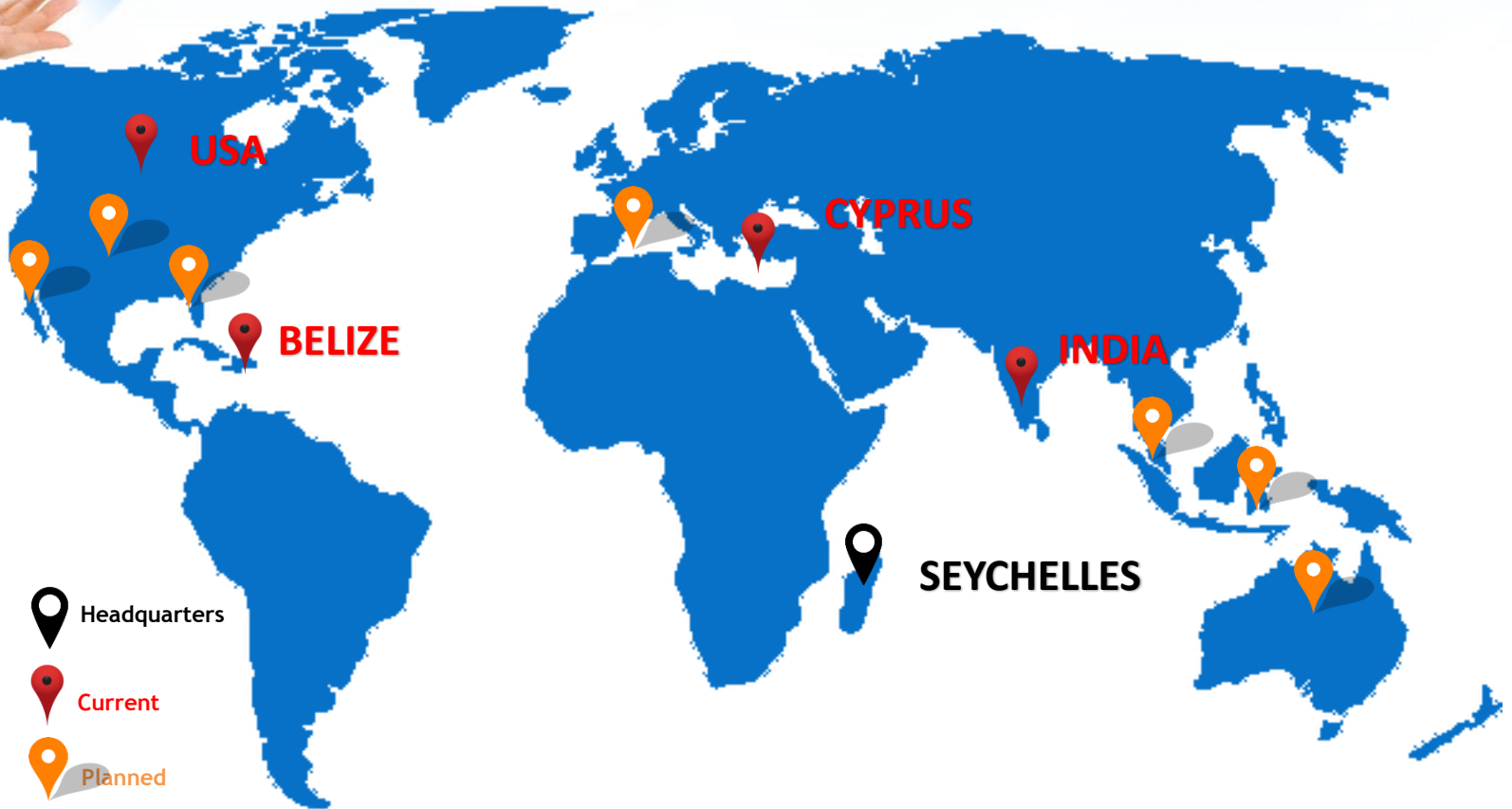




Global Information Service Providers Group
Telecommunications, Publishing & Social Media

Our Presences



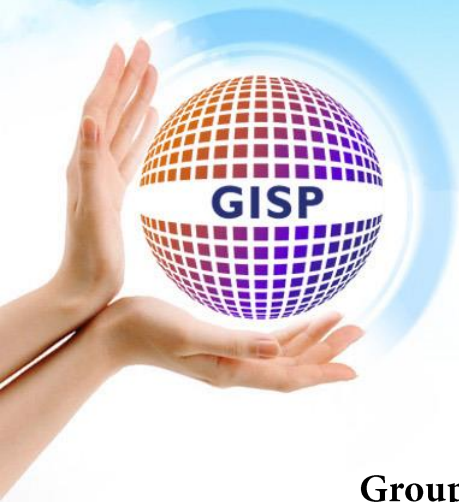
OUR VISION:

The constant information is the key to success. Our vision is to connect with billions of people across the globe and supply them with information of any kind in the world .

OUR MISSION:

An access to information is vital for a better personal and professional life. Our mission is to make the information accessible to everyone at the time when it matters the most.



**Group Strategy:**

Around the World

-With the Customer

Group Culture:

- Determination
- Integrity
- Professionalism
- Reliable
- Trustworthy
- Accurate
- Analytical
- Spirit
- Team Work



Partners with worldwide Telecom networks, we have a truly global presence and reach, with a mission for further expansion.

We Offer service in 147+ countries.

GISP is a young and dynamic communications company, providing up-to-the-minute information on various categories of general and special interest, to both individual and corporate clients.





Mishel Asraf

President & Chairman

Bachelor in business management in
BAR –ILAN university.

Mishel Asraf is the founder of GISP GROUP and 4-S ENTERPRISES
GROUP.

And leading the company to new markets in Europe and South America.



Ygal Aviv

Director

An professional Engineer with vast experience in international business ,
data research, data analytics and big data.

A passionate digital leader, will be responsible for making GISP stand out from the data
and information, ensuring we produce robust and scalable.



Anuj Jain

CEO

Experienced Business Professional having vast experience selling
across multiple Geo's services related to IT enabled Business Process
solutions.

Serial Entrepreneur with expertise lies in the areas of Collaboration, Strategic alliance & partnership
creation, building high performance organizations, Talent Acquisition, Account Management,
Operational Management.



Manoj CTO

IT Professional and Certified Scrum Master with Nearly 20 years of diversified experience across several domains and Industries. Every 4-5 years have moved onto roles that have been quite different from the previous one and some of those roles were in unfamiliar areas.



Sachin Gupta VP Telecom Partnership

Experienced Telecom Marketing Professional with extensive experience in Marketing, Products, VAS and Carrier Partnership.

Current role is focused on Operator Partnership globally to enable the service as Head of Carrier Relation.



Bhavani G N CRM

Carrier Relations Manager Bhavani G.N has a background of sales , customer relations & Business development. She comes with a vast experience in dealing with corporate clients worldwide. She is confident has positive attitude with leadership qualities.





Providing Information to 100 million user across world .

Real Time Information

Delivery the perfect experience

- News
- Astrology
- Travel
- Sports
- Technology
- Health
- Spiritual
- and more..

56+ Languages

20 + Categories





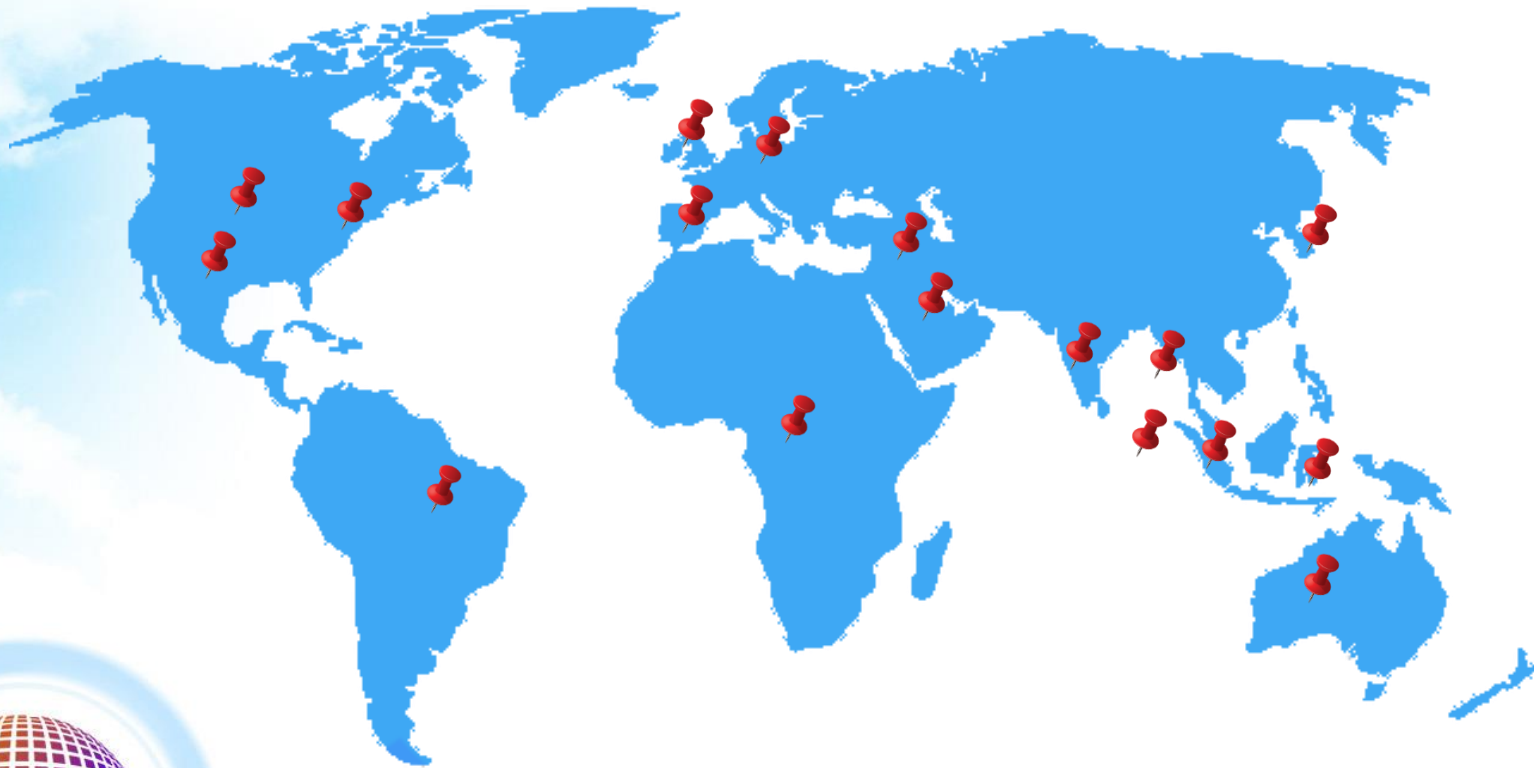
WE GENERATE TRAFFIC



Partnering with 100+ Telecom and
VOIP Provider across world



50 + people dedicated team to
manage the operation in Bengaluru
INDIA



We provide optimized processes, support to end customers, and offer innovative solutions at all times...



- People don't want to spend lot of money but also want all the information that they seek .

We only charge them for every call they make to listen to the particular topic they want information on.

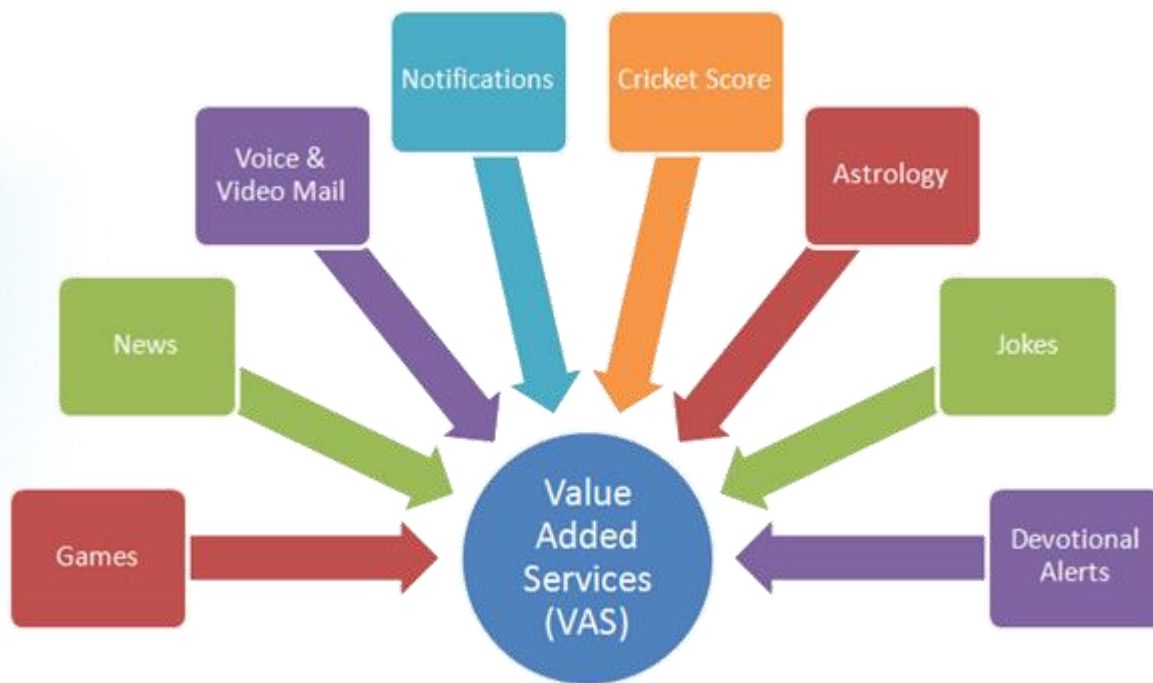
- People today want quick response to their needs.

With just a number to dial they can get all the information on a call .

- People want real time information and instant resolution to their query.

We update information on real time and play it in the language they want to hear in which make us very user friendly and reachable to anyone in the world,

We are like a offline Search engine with very specific information for people who like to use our services .



VALUE ADDED SERVICES PROVIDER





Value Added Service (VAS) is some service above base technology which can bring additional income to Operator (Telecom Companies). That was the idea of growing up the profit by offering some useful service which is not associated with base service (in subscriber's mind) and considered to be paid due to its usefulness.

There were two reasons to implement VAS:

- Profit on base technology is in very competitive environment:
 - same in costs as there are just 2-3 leading vendors for specific telecom area in all the world.
 - same prices because subscribers can easily compare price for the same service.
 - a lot of providers/operators – easy to change and no subscribers' loyalty.
- Some specific hot service is vary operator to operator with no standard cost model for VAS and profit can be up to 1000% more compare to base technology service as the price determined by usefulness and not by cost.



In the Mobile Content Business value chain there are several parties (ie. Telecom Operator, Platform Vendor, Content Aggregator, Content Owner or Creator, Content Sponsor etc) involved nowadays. Everyone is involved here for their own benefits. From our experience we have seen that the operator tries to lower their CAPEX (Capital Expenditure) as well as the OPEX (Operational Expenditure). Hence Revenue Share business model came in the scene to satisfy all the related parties.





Now come back again to the Mobile Content Business Value Chain. So from the above discussions we think it is clear that different stakeholders are taking part to make the value chain successful. The stake holders are:

Telco/VOIP: The telecom operator who is providing the network resources (Orange, T- Mobile, Vodafone ,Colt etc..]

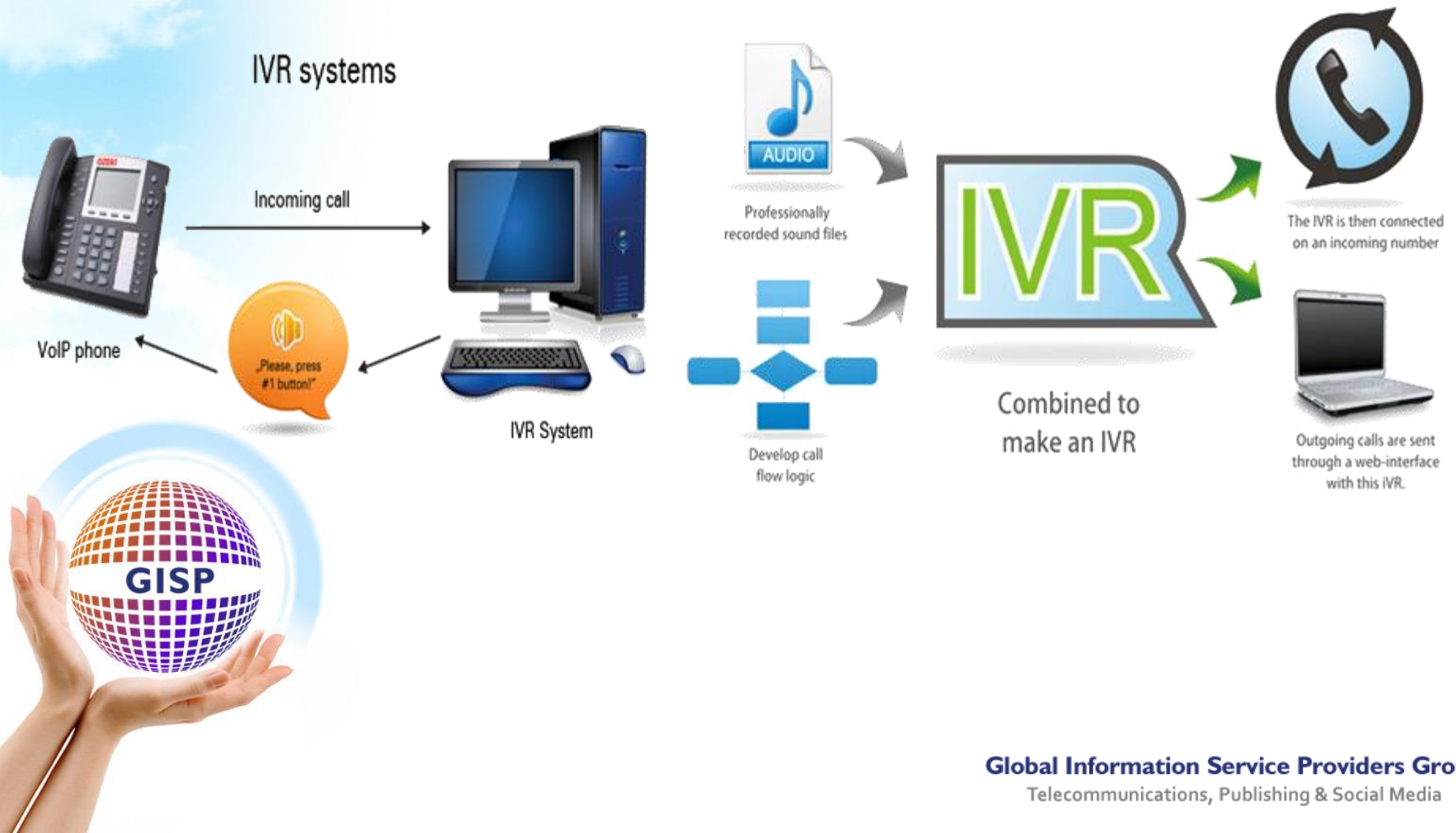
Content Owner: The creator of the contents. Content owner can be a company or any individual person who creates content and sells those to the content aggregator [GISP].

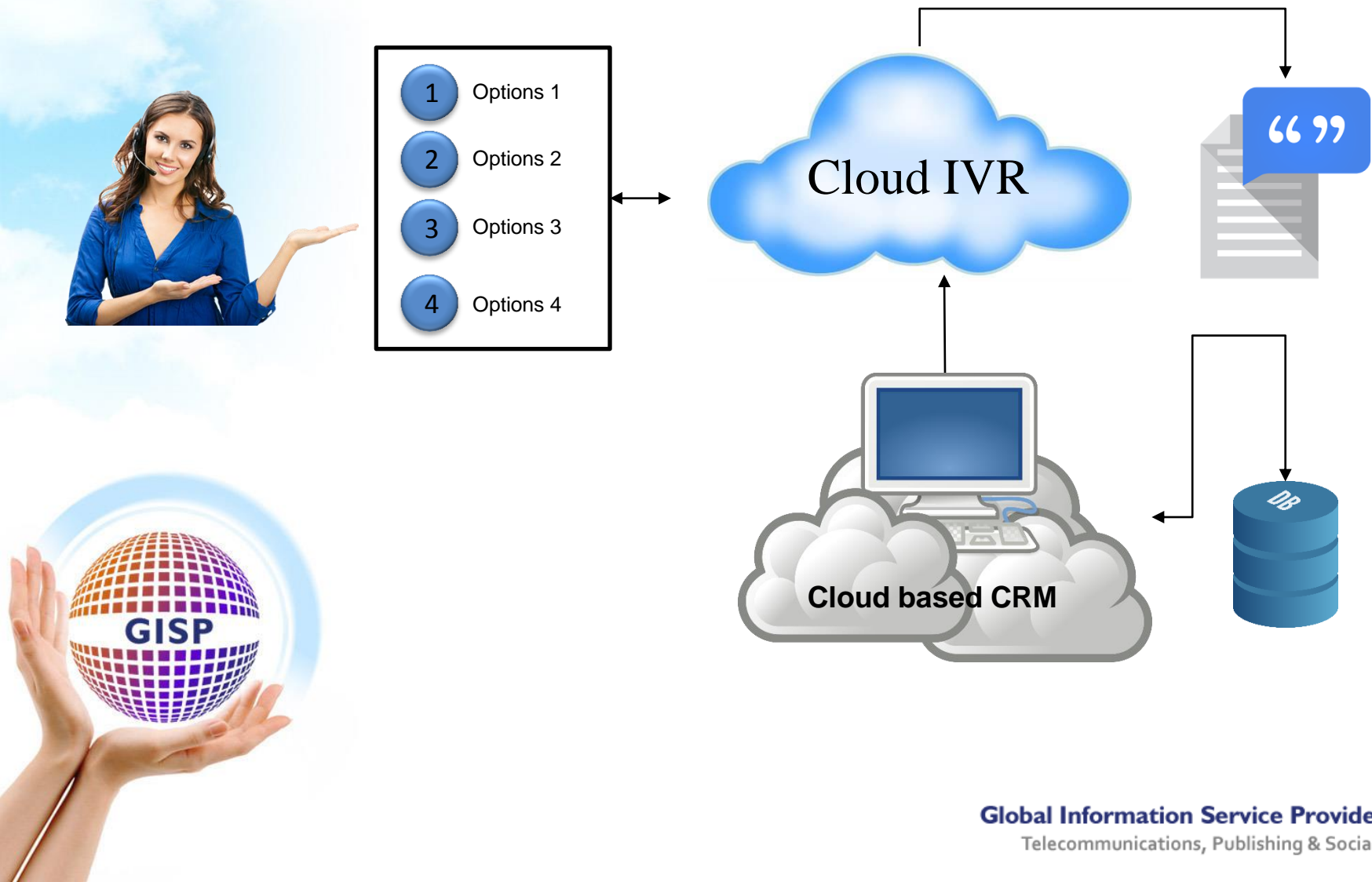
Content Aggregator: Aggregator feeds the content into the content platform which is provided by the Vendor. A content owner can also be a Content Aggregator [GISP].

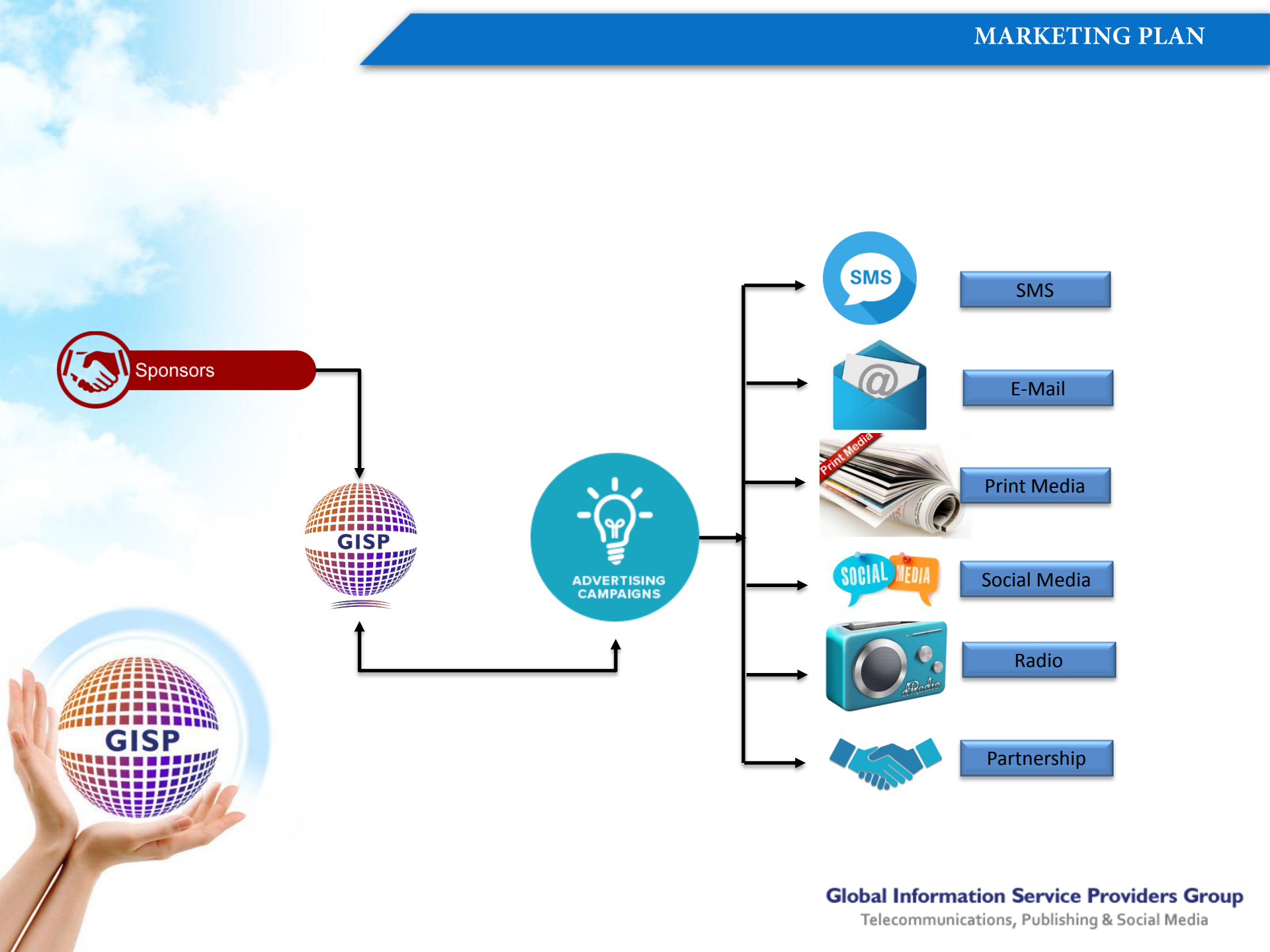
Platform Vendor [GISP]: Provides the platform to process, store contents provided by the aggregators. The vendor can put their platform in their local place or can take the platform to the operators premise. At the end it is required to set up the connectivity between the platform and the operator's network. The remote connection generally can be done through the secured connection.

Subscriber: Pays for the service and enjoys.

IVR systems









SMS is a very easy way to send information to anyone today .

We will send SMS to all mobile users in the service area that we operate with telecom companies.

We have built on the course of time database of all mobile users in every country with the help of Telecom companies and also our research team.

Today SMS marketing is very popular among all service and product related companies across the globe.



EMAIL Marketing



Email campaign is one of the very popular way of marketing today .

Our Email campaign team emails to people who are looking for details on the internet . Our research team who are following various links on the internet to generate this database.

We have built on the course of time database of all email users in every country with the help of our research team.

Today email marketing is very popular among all service and product related companies across the globe.



Print Media



- The key to successful marketing is engagement, drawing your customer in through attention-grabbing
- Print media are a trusted source for news and other information and consumers take time to read a door drop leaflet, magazine or customer magazine
- Print media offers a host of content areas: news, information, education, inspiration, special offers and entertainment, all of which generate engagement between the reader and the advertised brands
- Indeed, advertisements are as much a part of the reading experience as the editorial content, with magazines and newspapers providing exactly the right context for a relevant brand campaign



Today's Globe is active online on various social media forms .

We intend to use these medium in a very strong way so that the awareness of our services are actively created to online users and can be mutually beneficial to all members across the globe.





Radio Marketing Executives undertake a wide range of activities to market the services and products of a radio station, or group of stations, to existing and potential listeners and clients.

The aim is to increase brand awareness and loyalty, grow the audience and attract advertisers.



We are strategically partnered with various companies and association that will push their customers or members to call us for the service we offer. As a reward the customers will be eligible for exciting incentives and benefit's from the particular company or association.

Our strategy to invite our present 5 million user database who will call us at least once a month is effectively in place.

We will share proportionate level of our business revenue with our active business partners to drive our business traffic through the market base.





Sponsors





Local
Number

(0203)
(0207)
(0121)

.....





CORPORATE OFFICE

Office 3, Global Gateway, Rue De La Perle, Providence. Mahe, Seychelle.



OPERATION

Whitefield , Bengaluru , India .

SALES & MARKETING



FRANCE



LONDON



GREECE



US



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