



Chairman: Shailesh Rao, Managing Director, Google India, Vice Chairman: Ambareesh Murty, Country Manager, eBay India
Treasurer: Sanjay Aggarwal, General Manager, IRCTC

Membership Document (Start-ups)

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Introduction:

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, but in the last five years has come to effectively address the challenges facing the digital and online industry including mobile content and services, mobile payments, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Among the macro issues that has kept the association busy have been content and services on internet and mobile, internet through mobile, broadband penetration, tech entrepreneurship and tech entrepreneurship funding.

Five years after its establishment, the association is still the only professional industry body representing the online and digital industry in India.

The association is registered under the Societies Act and is a recognised charity in Maharashtra. With a membership of 80 odd Indian and MNC companies, offices in Delhi and Mumbai and a permanent and highly professional staff of 10, the association is well placed to work towards charting a growth path for the digital industry in India.

The current remit of the association is to focus on the following broad areas:

Key Work Areas:

The Association engages in a number of activities that aid the growth of the industry it represents. These include:

1. *Regulatory Affairs and Industry Standards:*

- IAMAI liaises with central and state governments to create a proper business environment that is conducive for the growth of the industry it represents.
- IAMAI works with the government to ensure consistency in policies that affect the industry.
- IAMAI interacts with global associations and trade bodies to extend global standards and promote bilateral trade and also helps set local standards.

Involvement in regulatory affairs and setting up standards and norms for industry is the key area of work for the association and all other activities of the association feed into this area of work. The association recent times has been active with the Department of Telecom, TRAI, Reserve Bank of India and the Department of Information Technology.

2. *Conferences and Seminars:*



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- IAMAI organizes industry related events for the members to:
 - To highlight among stakeholders various policy and industry issues
 - To provide a platform to members to network and share their views
 - To promote business of member companies
 - To make consumers aware of the benefits of internet and mobile services as well as on consumer safety

IAMAI organises at least 20 large and small industry related conferences, seminars and roundtables annually. Among some of the large and nationally acclaimed conferences organised by IAMAI are, the India Digital Summit, Annual Payment Summit, The Digital Marketing Summit, National Mobile Content and Services Summit, Digital Entertainment Conference etc. The smaller seminars are mainly in the nature of business development and evangelising. IAMAI also has an outreach programme on safe use of internet and mobile phones for school going children.

3. *Research & Reports:*

- IAMAI conducts industry specific research in the following areas with the help of members
 - Market size and growth pattern of various verticals
 - User behaviour
 - Internet usage pattern
 - Promotion of internet and e-commerce

IAMAI is the leader in India in all research areas covering internet and mobile content and services. Over the years the association has done pioneering research in such topics as mobile value added services, internet marketing, search engine marketing, digital entertainment etc. While it will continue to pioneer new research in emerging segments of the digital industry, the association's current focus is to develop an audience measurement matrix for internet and mobile advertisements.

4. *Networking:*

- To improve relationships among member companies, IAMAI organises a series of social events where members can interact and share experiences. These events serve as a channel for constant feedback from the members

5. *Communications:*

- IAMAI acts as the consensual "spokesperson" of its members and industry at large through:
 - Regular communications with the media through one-to-one interaction and press releases on relevant industry issues
 - Fortnightly e-zine, to communicate information and issues affecting industry
 - A regularly update website which contains all relevant information

Given the association's participative and pro-active nature, the delivery of its work is through specific committees which are led by members. The following are the current committees looking at specific areas of work. At present IAMAI has the following committees:

1. Government Relations and Regulatory Affairs
2. Infrastructure, Access and Resources
3. Mobile Value Added Services
4. Digital Payments



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5. Digital Marketing and Advertising
6. E-Commerce/M-Commerce
7. Online Classifieds
8. Online Travel
9. Digital Entertainment and Gaming

Opportunities for Start-up Members

IAMAI is a democratic and transparent organization which provides a common platform to industry to formulate and propagate consensual views and opinions about the industry. It is led and managed directly by the membership through a permanent secretariat. By becoming a member, you can participate in the decision making process as well as the activities of the association in the following way:

- Become a member of a committee and contribute to its work
- Become a contributor to the fortnightly e-magazine/magazine
- Avail of 5 free passes for all IAMAI conferences (Approx. 7-8 large conferences are organised every year and the average delegate fee per person is Rs 5,000)
- Avail of Networking opportunities
- Access members in various verticals through Forums, Roundtables etc.

Sector Focus: Start-ups

IAMAI plays a vital role in promoting the internet and mobile services industry in India and start-ups provide the growth vitality to the digital industry. IAMAI and start-ups are therefore natural allies. As an industry association, IAMAI is committed to nurture start-ups and help them in the following broad ways:

- Regulatory issues
- Fiscal incentives
- Financial issues
- Business development
- Networking opportunities



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IAMAI Members

• ACL Wireless Ltd	• ITZ Cash Card Ltd
• Active Media Technologies Pvt Ltd	• Jigrahak Mobility Solutions Pvt Ltd
• Akamai Technologies India Pvt Ltd	• Komli Media India Pvt Ltd
• AOL Interactive Media India Pvt Ltd	• Logicserve
• Asklaila	• Malayala Manorama Company Ltd
• Atom Technologies Ltd	• mChek India Payment Systems Pvt Ltd
• Avenues India Pvt Ltd	• Media Contacts
• Balaji Telefilms Limited	• Microsoft Corporation India Pvt Ltd
• BC Web Wise	• InMobi
• BharatMatrimony.com Pvt Ltd	• MobileNXT Online Pvt Ltd
• Buongiorno (Hong Kong) India Ltd	• Nautanki.tv Online India Private Limited
• CanvasM Technologies Ltd	• NDTV Convergence
• Cellnext Solutions	• Netcore Solutions Pvt Ltd
• Communicate 2	• Netxcell Limited
• Comviva Technologies Limited	• NIIT Ltd.
• Dassault Systems India Pvt Ltd (3ds)	• Nokia India
• DGM India Internet Marketing Pvt Ltd	• Obopay Mobile
• Digital Media Convergence Ltd	• One97 Communications (P) Limited
• Done Card Utility Limited	• OnMobile Global Limited
• EA Games India Pvt Ltd	• Oxigen Infovision Pvt Ltd
• eBay India Pvt Ltd	• Ozone Media Solutions Pvt Ltd
• ebusiness Interactive	• People Group
• Ezeego One Travels and Tours Pvt Ltd	• Pinstorm
• Fox Interactive Media	• Publicitas Digital Pvt Ltd
• Future Bazaar	• Rediff.Com India Ltd
• Globosport Digital	• Reuters India Pvt Ltd
• Google India (P) Ltd	• Sahara Net Corp Ltd
• Group M Media India Pvt Ltd	• Sify Ltd
• HT Media Ltd	• Smile Interactive Technologies Group
• i2i Telesource Pvt Ltd	• Starcom Worldwide
• Ibibo Web Pvt Ltd	• TechProcess Solutions Ltd
• Ignitee	• Times Internet Ltd
• IMI Mobile	• Travelguru.com
• IndiaMart InterMesh Ltd	• Unisys Info Solutions Pvt. Ltd.
• Info Edge (India) Ltd	• ValueFirst Messaging Pvt Ltd
• Interactive Avenues Marketing Solutions Pvt. Ltd	• Web 18
• IRCTC	• Webaroo Technology India Pvt Ltd
• iThink Labs Software Pvt Ltd	• Yahoo! India



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- Zapak Digital Entertainment Ltd

Membership Fee Structure

Annual Turnover in Rs Crores	Membership Fee in Rupees*
25 crores and above (also including members who do not wish to disclose their turnover)	6 Lakhs
10-24.9 crores	5 lakhs
5-9.9 crores	3 Lakhs
0-4.9 crores	1.5 Lakhs
Start-ups	0.25 lakhs (25 Thousand)

(*10.30% Service Tax extra)

For further information on membership or any other queries, please contact:

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