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**PRESS RELEASE**

**IIMA and Alef Mobitech to set up a strategic alliance**

**to help transform the Mobile Internet**

**January 12, 2017, Ahmedabad:** Alef Mobitech, the New York area based Mobile Internet pioneer, today announced a strategic alliance with Indian Institute of Management Ahmedabad (IIMA) – IITCOE (IIMA-IDEA Telecom Centre of Excellence) to develop and deliver a platform of collaborative studies, under the Mobile Internet World (MIW) programme.

This is the first of a series of initiatives under MIW, which would partner global schools of excellence in business and technology within the next few years.

The partnership aims at addressing business and technology challenges which have beset the MI ecosystem and help developing a globally applicable framework, for business process in mobile data economics across the mobile Internet value chain. The criticality of digital transformation across enterprises and emergence of a mobile native environment would also be a focus area of studies.

Through this alliance, students will be provided global exposure to the space of the 4th Industrial revolution, where the power of connectivity across billions will be multiplied exponentially by emerging technologies such as fog computing, IOT, artificial intelligence amongst others.

In addition, Alef Mobitech will work closely with IIMA-TCOE to create a pipeline of projects, research and development studies contributing Government’s Digital India development initiatives around Smart cities, lnternet of Things, M-Governance, M-Health, M-Education.

***“On the threshold of the 4th Industrial revolution, the Mobile Internet ecosystem is set to play a critical role across emerging digital lifestyles.’’, says Dr. Ganesh Sundaram, founder and CEO Alef Mobitech. “This agreement draws on IITCOE-IIMA’s reputation for upholding the highest degree of academic excellence & domain knowledge and allows us to combine Alef’s disruptive next gen technology to provide a new paradigm of developmental studies that contribute to entire MI value chain.”***

**Speaking on the alliance – Prof. Rekha Jain, Chairperson IITCOE-IIMA, said – “The centre is committed to help the catalysis of new trends and emerging technology in the digital revolution which is rapidly encompassing the country. This alliance with Alef Mobitech, a pioneer in the field of Mobile Internet, would help in carving out new business models to address challenges faced by the ecosystem, besides it would help evolve new policy recommendations, establishing a culture of innovation and play a role in helping realise the honourable prime minister’s Digital India mission.”**

**- The End**

**About IIMA:**

Established in 1961, the Indian Institute of Management, Ahmedabad (IIMA) is recognized globally for excellence in management education. One of the top management schools in the world, IIMA educates leaders of the enterprises. The Institute’s strategic priorities include: strengthening connection with its various constituencies, including academics, practitioners, alumni, and the community; nurturing a high performance work environment of stretch, autonomy, and teamwork; and strategic growth while maintaining emphasis on quality. As per the latest ranking by The Economist, IIMA is No. 1 School in the world on the parameter of opening up new career opportunities for students. The flagship Post Graduate Programme (PGP) is ranked 16th in the Financial Times Masters in Management Ranking 2016. As per the Financial Times’ Global MBA Ranking 2016, IIMA’s Post Graduate Programme for Executives (PGPX) is ranked 24th in the World.

**About Alef Mobitech:**

Built on a foundation of innovation, with market leading products, Alef Mobitech is a pioneer in the software defined Mobility Cloud services, having offices in USA and India; set to expand to Latin America. Alef’s next gen solutions catering to Mobile network operators, over the top providers and enterprises are revolutionizing how businesses optimize engagement & monetization and set to transform the way people communicate shop, work, play, and entertain, while empowering the realization and expansion of the Trillion Dollar potential of the Mobile Internet economy, globally.

**IIMA Media Contacts**

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| **Mr. Deepak Bhatt**  Manager-Communications  Email: [mngr-comm@iima.ac.in](mailto:mngr-comm@iima.ac.in) Phone: +91-79-66324683 | **Ms. Mitaaly Naidu**  Executive - Public Relations  Email: [pr@iima.ac.in](mailto:pr@iima.ac.in)  Phone: +91-79-66324684 |