

Redchery plans to cross swords with BlackBerry

Our Bureau

CHENNAI

US-headquartered ICT company AJ Square Consultancy Services, with its global development centre at Madurai in Tamil Nadu, launched a patented 'push' mail technology product called Redchery for the global as well as Indian markets on Thursday.

The Rs 15-crore fully-owned subsidiary of the manufacturing group – Madurai-based Lords group of Companies, is planning to price its product at one tenth the rate charged by its competitors, thereby acquiring about 20 lakh subscribers in a year. "We are aiming at an ARPU (average revenue per user) of Rs 110 per annum, and so, an annual turnover of Rs 22 crore for this fiscal," said AJ Square MD Boaz Augustine.

Redchery is an application that enables mobile users to receive their emails on their handsets via GPRS.