

Search

Sections

- [Home](#)
- [Stock Markets](#)
- [Featured Stories](#)
- [Buzzing Stocks](#)
- [Company Updates](#)
- [General Politics](#)
- [Celebrity Photos](#)
- [Health News](#)
- [Law News](#)
- [Sports Update](#)

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- [Editor's Choice](#)
- [Print Edition Previews](#)
- [Contact Information](#)
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- [Editorial Policy](#)
- [Privacy Policy](#)

Navigation

- [Recent posts](#)
- [tree](#)
- [News aggregator](#)

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- [SEBI changes rules for debt, money market instruments](#)
- [Alembic Ltd Buy Call: Abhishek Jain, StocksIdea.com](#)
- [Sensex soars in morning trade, up 301 points](#)
- [US stocks climb on home sales, commodities](#)
- [Daily Indian Stock Market](#)
- [Outlook: FairWealth Securities](#)

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SMS GupShup gets funding worth \$ 11 million from Helion, Charles Ventures

Submitted by [Shalini Kakkad](#) on Tue, 10/07/2008 - 21:15. [Company News](#) [Entertainment](#)

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SMS GupShup, the world's largest and

fastest-growing mobile community platform, has notified that it has received investment of US\$11 million from Helion Ventures and Charles River Ventures.

The move will enable SMS GupShup to innovate faster and deliver great products to consumers, advertisers and enterprises.

The company intends to use funds for business growth, product development and increased sales and marketing.

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GupShup is mobile group SMS service that allows users to create mobile communities and broadcast messages to them. GupShup is growing rapidly with thousands of groups on topics such as finance, entertainment, lifestyle, health, sports and technology.

Since its launch in April 2007, SMS GupShup has speedily grown to be a popular social community platform with over 12 million unique users.

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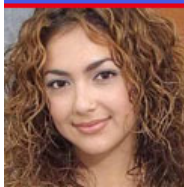
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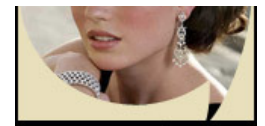
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