Ringo

Domestic Calling in India

The Current Domestic Calling Market Situation

The Domestic Calling market is a complex minefield with multiple carriers offering services at a wide range of prices across the globe. As such, this market has a huge scope for improvement and innovation.

Communication in India can be a very expensive prospect. An average individual never actually knows how much he is paying his carrier for cellular calls, since most carrier's pricing plans require an advanced degree in mathematics to understand.

Calls in India today cost anywhere between 40 paise to a few rupees per minute, depending on several factors such as:

- Where one is calling from
- Where one is calling to
- Whether one is calling a mobile or a landline

With hundreds of options of talktime and rate cutter vouchers for different cities and areas, roaming charges, STD charges, local call fees, nighttime rates, daytime rates, weekend rates - it's no wonder that most people never know what they actually pay their carrier.

Ringo is about to change all of that, with a unique proposition. Introducing Ringo domestic calling - Call ANYONE, ANYWHERE in India for just 19 paise per minute.

FAQ

What does Domestic Calling on Ringo entail?

- Ringo users in India will now be able to make local calls (to any landline or mobile) anywhere in the country at a flat rate of **19 paise per minute**
- Ringo does not require WiFi, data or your local carrier minutes
- Ringo does not require a user to change his or her SIM card, and works with all telecom providers
- Every new user also gets **50 free minutes** of talktime for signing up and **50 free minutes of talktime** for every friend they refer to Ringo

How does Domestic Calling on Ringo work?

Ringo uses local phone networks to connect calls delivering the highest possible call quality, and at no point does the call depend on the Internet. Once you download and install Ringo, you can make calls to all of your contacts, both mobiles and landlines, whether they are in your city or anywhere in India.

Our service allows users to use our unique Callback feature to make a call anywhere within the country to any mobile or landline. When a user makes a call using Ringo, the app sends a callback request to our server. Upon receipt, our servers immediately place a call back to the user, as well as to the contact and connect both the calls via our technology. The recipient of the call need not even have Ringo installed on his or her phone!

How do I use the Ringo app to place a call?

Placing a call through Ringo is as easy as making a regular call. This can be done in two ways:

1. **Through the Ringo App**

   Once you install the Ringo app, you can simply open the app and switch to the contacts screen. Ringo imports all your contacts into the app. All you need to do is:
   - Select the contact you wish to call.
   - Ringo will now call you up on your number.
   - Once you pick up the call, Ringo will call your friend on their phone number and connect you both.

   This can also be done by entering a person's number within the Ringo app, instead of selecting a contact out of your list, and then following the remaining steps listed above.

2. **Through your phone's dialer**

   You can also make a call through your phone's dialer screen through Ringo. Once you select a contact or enter a number into the dialer, you can use the 'Call through Ringo' option to make this call. All you need to do in this case is:
   - Select the contact you wish to call.
   - Select the 'Call through Ringo' option on your phone.
   - Ringo will now call you up on your number.
   - Once you pick up the call, Ringo will call your friend on their phone number and connect you both.

How does Ringo's rates compare with the rates of carriers in India for Domestic calls?

Current Rates charged by leading telecom carriers

	Standard		Special Local Recharge		Special Local + STD Recharge	
	Local	STD	Local	STD	Local	STD
Airtel	120 p/min	120 p/min	30 p/min	120 p/min	40 p/min	40 p/min
Vodafone	120 p/min	120 p/min	30 p/min	120 p/min	40 p/min	40 p/min
Idea	120 p/min	150 p/min	30 p/min	150 p/min	30 p/min	30 p/min
Ringo	**One Price - 19 p/min**					

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Savings against Standard Rates

	Airtel	Vodafone	Idea
Standard Rates	120 p/min	120 p/min	120 p/min
Savings	**90%**	**90%**	**90%**

Savings against Special Rates

	Airtel	Vodafone	Idea
Special Rates	40 p/min	40 p/min	30 p/min
Savings	**50%**	**50%**	**40%**

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Savings to a Typical Customer - With Ringo one pays less than half for their calls!

Monthly Outbound Minutes (20 minutes a day)	600	600
Amount spent on	**Local Carrier (Airtel)**	**Ringo**
Talktime Voucher Needed	₹ 240	₹ 114
Special Voucher (₹31, 12 days validity, only local calls)	₹ 93	Not Needed
Call Rate	40 p/min	19 p/min
Effective Call Rate	55 p/min	19 p/min
Monthly Expense	**₹ 333**	**₹ 114**

For all calculations above, rates of Delhi/NCR circle have been taken into account

What is Ringo?

Ringo is a calling app that lets you make high-quality calls across the world at the lowest prices. Supporting local as well as international calls, it offers rates that are substantially lower than telecom carriers or internet calling apps like Skype or Viber. Ringo provides its users with popular calling options in a single, intuitive app, giving users the power to choose the one that suits them the most before making a call.

Ringo is:

- Low cost – Ringo is 90% cheaper than most carriers and 25% cheaper than Skype or Viber
- Easy to use – Available as a simple Android, Windows phone and iOS app. Download the app and dial as you normally would. Your caller ID will not change on the receiving end.
- Convenient – Make calls from your mobile device without using data, WiFi or your carrier minutes
- Reliable – Poor call quality is a thing of the past. Ringo uses telephone networks and doesn't depend on the internet like other international calling apps which means you'll have a consistently superior calling experience throughout the duration of the call.

Ringo is meant for anyone looking to save big on calls, whether it is within their own country or across the world. Built with the vision to make high quality communication cheap and simple for the masses, Ringo promises to break new ground in the telecom market. Ringo is currently being used across over 100 countries for both international and domestic calls (in the UK and Brazil). It is available for download on iOS, Android and Windows smartphones and at http://ringo.co.

Why Ringo?

Ringo is an all-in-one solution to make calling within the country or world over extremely simple and low-cost. It provides a user with the freedom to communicate across borders, anytime, anywhere, while delivering on its promise of high quality. Ringo takes care of several pain points for the calling space including:

1. **Multiple calling options** - Currently, people juggle between multiple calling options, depending on whether they want to make a local or international call, or whether they want to call through the internet or regular networks. Ringo brings together all of these options in one single app, making it possible for a user to make calls across India and world over, without using data, the Internet or carrier minutes.

2. **Confusing tariff plans and diverse call rates** - Carriers across the country have a complex labyrinth of tariff plans, depending on where you are calling, whether you're calling a landline or mobile and whether or not you are roaming when you make the call. Add to that high roaming rates, STD charges, nighttime rates, daytime rates, weekend rates and you have a complex maze of calling rates, and the only person that loses is the consumer. Ringo puts all that to rest, by offering a single flat rate to call anyone, anywhere in India at just 19 paise!

3. **High Cost** - Ringo offers rates that are significantly lower than those provided by leading national carriers or other calling apps. Local calls made through Ringo are up to 90% cheaper than carriers. International calls made through Ringo are up to 80% cheaper than carriers and 25% cheaper than Skype.

4. **Low Quality** - As a smart calling app, Ringo prioritizes quality and makes sure every call is crystal clear. It achieves this by allowing users to make high-quality calls via regular PSTN networks, without using the Internet.

5. **App Dependency** - Unlike other calling apps, a user on Ringo can make calls through Ringo to anyone across the country and the globe, even when the receiving party does not have the Ringo app installed on their phone.

6. **A Feature Rich Experience** - Ringo comes packed with useful features that make calling worldwide a seamless experience. Ringo shows you the local time in the country of your contacts, comes with transparent and easy-to-read itemized bills, and also makes earning free credits possible by downloading other apps from it's *Offers* section.

What problems does Ringo solve?

Ringo provides the freedom to communicate with anyone across borders, anytime, anywhere, at an affordable cost. There are two major problems that Ringo solves:

- **Cost** - Calls made through carriers are expensive, and can create a sizable dent in a person's monthly spend. Ringo provides high quality calling, at costs that are up to 90% cheaper than national carriers and 25% less than other calling apps. You get identical call quality to calls made through your carrier without breaking the bank.
- **Reliability** - Other apps such as Whatsapp offer low-price alternatives, but are unpredictable since they rely on internet connectivity. Fluctuations in internet strength lead to audio delays and dropped calls. Ringo solves these problems by using local telephone networks, instead of the Internet. This ensures Ringo calls maintain the same consistent call quality that you would expect from a carrier.

Who are your customers?

Ringo is the perfect calling solution for every smartphone user in the world. It provides the cheapest calling rates for both international and domestic calling, and is therefore particularly useful for families or friends trying to keep in touch, or business users trying to collaborate with clients in the same country or across geographies.

Who do you compete with?

Ringo competes with leading telecom carriers as well as internet telephony apps like Skype and Viber for international calling. However, Ringo provides a much simpler and higher quality experience at a cost that is up to 25% cheaper than even the lowest cost calling apps and 90% cheaper than most carriers for domestic calling.

How are you able to offer consumers such low costs?

We constantly work with carriers to help reduce our rates and pass the accrued savings on to our customers. Since our call flow enables us to provide the most reliable connections for calls, we do not have to rely on the internet to provide low costs.

How do users pay for the Ringo service?

Paying for services, like everything else on Ringo is incredibly easy. Users simply top-up their account with an amount that suits them. Before placing a call, Ringo checks to see if they have sufficient balance in their account, and then deducts from their balance in real time, when a call is placed. Unlike other calling services and phones carriers, Ringo has:

- No slab based pricing
- No pre-determined top-up amounts
- No voucher validity periods
- No monthly or extra fees
- No subscriptions, commitments or hidden costs

Which kind of calls can a user make using Ringo?

Using Ringo, users can make calls to any mobile or landline in the country and worldwide.

What challenges does Ringo face?

As a disruptive technology set within a multi billion dollar industry, Ringo expects to ruffle some feathers. However, based on early user feedback, Ringo has gained success and significant traction in a short amount of time. We expect to leverage our ever growing customer base and our superior technology to overcome any challenges that stand in our way to becoming the largest calling service provider in the country, and in the world in the near future.

How can a consumer access Ringo?

Ringo is available for free download on the Apple Appstore, the Google Playstore and the Windows Phone App store. Users can also download the app at http://ringo.co.

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Exec Bio

Bhavin is the Co-founder and CEO of the Directi Group which comprises Ringo, Flock, Zeta, Radix, Codechef and Media.net. These businesses employ 1500+ people across 8+ offices, with over 9 million customers, revenues over $250 million and a net worth of over $500 million.

Bhavin is a respected entity in the internet/technology community, and a frequent speaker at various seminars, tech conferences and colleges. He has won several awards, including the Entrepreneur of the Year award in 2005.

Bhavin was the former Chairman for the Global ICANN Accredited Registrars Constituency for two consecutive terms.

App Screenshots

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