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## RCom ties up with Singapore operator

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**M**aking its foray into mobile content outsourcing, the CDMA major, Reliance Communications, has signed its first contract with a Singapore-based GSM service provider. The Anil Ambani group company is also believed to be in various stages of negotiations with telecom operators in Singapore, the US, Canada and the Asian countries, including West Asia, for similar deals.

RCom will outsource around

200 of its popular mobile content that includes ringtones, caller ringbacktones, wallpapers, screen savers and gaming applications among others to the Singapore-based GSM operator. The company's outsourcing is slated to begin within a month's, sources close to the development told *Business Standard*. The deal is based on a basic fee plus a content revenue sharing model and expected to rake in revenues of around Rs 300-400 crore for the company. However, the name of the GSM operator was kept under wraps.