

## AppVirality develops plug-and-play tool for mobile apps to help developers find users

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[http://articles.economictimes.indiatimes.com/2015-01-13/news/58024512\\_1\\_app-developers-raj-anandan-inmobi](http://articles.economictimes.indiatimes.com/2015-01-13/news/58024512_1_app-developers-raj-anandan-inmobi)

Two brothers from Osmania University in Hyderabad have developed a product that has found the backing of prominent angel investors in India, including Rajan Anandan of Google India and Mohit Saxena, InMobi's cofounder.

AppVirality, co-founded by Laxman Papineni and Ram Papineni, has developed a plug-and-play tool for mobile apps that helps the app developers find and retain users. The investment, which is a little less than \$500,000 (Rs 3 crore), will be focused on developing a product and expanding their team.

"Growth hacking is on a high. Our vision is to build a robust product that powers marketing teams to select and implement growth techniques on the fly, with no coding required," said 28-year-old CEO Laxman.

Other investors include Mike Galgon of advertising company aQuantive, Ravi Gururaj of Nasscom Product Council, Ashim Mehra, a research analyst at money management firm Baron Capital, India Internet Group, and TNN Capital. "We pitched to Rajan Anandan on a cab ride between Indian School of Business and his hotel. He made the commitment during the ride," said Laxman, who did his MCA at Osmania University.

The year-old-company and a graduate of Microsoft accelerator was advised by Shyamal Mehta, CEO of TechJini and InMobi's CTO Mohit Saxena.

"There is no point in building an app if it is going to be lost among million other apps. The problem they are solving is very real in today's world," said investor Ravi Gururaj. "It's a very big space to play in, as even the best apps have a problem in getting discovered."

The six-member team, which works out of the IIIT campus in Hyderabad, has signed on 700 apps and integrated its services with over 60 of them.

On January 12, the company also released a new product called "personalised in-app referrals", which allows users to directly refer friends from within the app.

AppVirality's competitors include Canada-based Tapstream and US-based BranchMetrics, both of which have raised funds from investors.

"We differ from these players as we provide comprehensive analytic solutions within the app, something that is not found in the market," said Laxman.

One of their offerings is to show app developers which social media site their users frequent, and direct ads on such portals. Going forward, the company aims to add three more growth techniques to its suite of products.