

## Hotmail co-founder launches free SMS service

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Indian entrepreneur and Hotmail founder Sabeer Bhatia speaks during a press conference to announce the launch of his latest venture JaxtrSMS in Mumbai. Bhatia launched a free text messaging service, promising that it would be as revolutionary as his previous venture, Hotmail.

Indian IT entrepreneur Sabeer Bhatia on Tuesday launched a free text messaging service, promising that it would be as revolutionary as his previous venture, Hotmail.

Bhatia, who co-founded the free email service 15 years ago, said in a statement that his latest venture, JaxtrSMS, would do "to SMS what Hotmail did for e-mail".

The application, formally launched at a news conference in [Mumbai](#), is designed to allow users to send a [text message](#) from their mobile phone

to any other mobile in the world, even if the recipient does not have the JaxtrSMS application.

Other free mobile [messaging services](#) on the market are restricted to users in a closed group who have the same application.

The free, downloadable application, which works on smartphones, has been developed entirely in India, which is one of the fastest-growing mobile phone markets in the world with more than 850 million subscribers.

Internet-enabled smartphones, however, are prohibitively expensive for most Indians, although they are gaining popularity among the more affluent in urban centres, where [wireless connectivity](#) is more widespread.

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