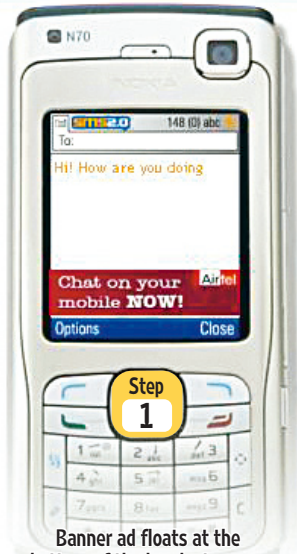


UP CLOSE, PERSONAL AND ON THE MOVE

India's mobile phone firms are readying a push into mobile advertising as customers increasingly access the Internet on cellphones.



Banner ad floats at the bottom of the handset screen and can "contextually change", depending on content



In this instance, at the end of typing a text message, software throws up an ad offering a chat application



Similar offers are being developed for advertisers from finance, retail, entertainment, education and other industries