



Rich Communication Services (RCS)

The Next Generation
Messaging Platform

www.gtechwebmarketing.com



What is RCS?

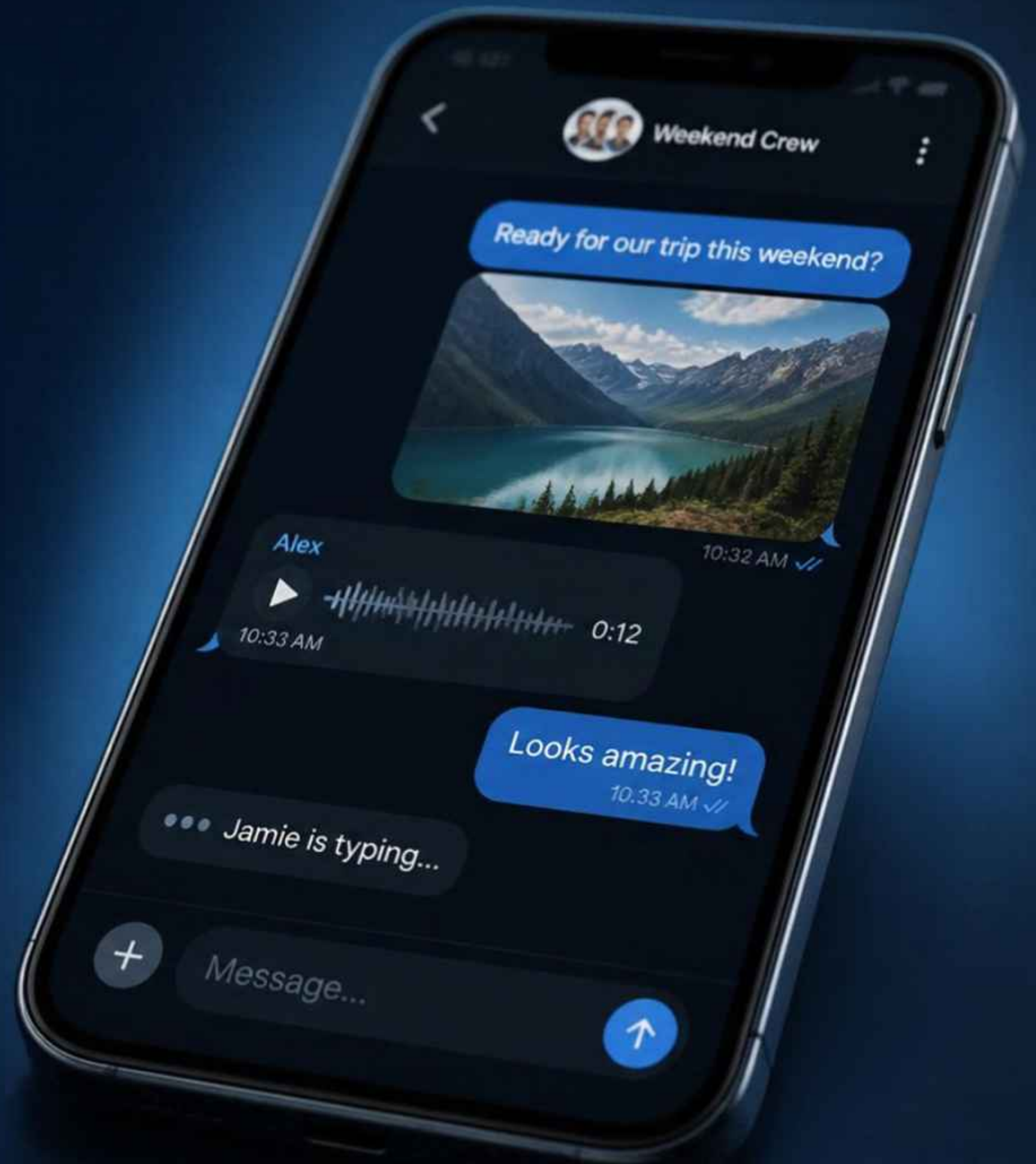
RCS (Rich Communication Services) is an enhanced messaging protocol that brings the power of the **internet** to messaging.

Evolves messaging beyond SMS and MMS

Combines reliability with rich, interactive experiences

Enables group chat, high-res media, and more

Adds real-time signals like read receipts and typing indicators



Benefits of RCS

Richer, more interactive messaging
that users love

Verified senders and branded
messages build trust and drive action

Higher engagement and conversions
for your business

Seamless experiences across
devices and carriers

✓ Coastline Travel



Hi Alex, your getaway awaits.
Check out our weekend deals
and book in seconds.

View deals

Talk to an agent

10:31 AM ✓✓



How RCS Works

IP-based messaging over mobile networks and the internet
Built on **Universal Profile** standards for seamless interoperability
Messages route through RCS servers for **delivery and control**
End-to-end **encryption** and **authentication** protect every message



Market Adoption and Trends

Strong momentum. Expanding possibilities.

Global RCS Adoption

62%

of smartphone users
have RCS capability

India RCS Adoption

48%

of smartphone users
have RCS capability

Driving the ecosystem

Mobile carriers

Device manufacturers

Messaging platforms

RCS users growth in India

(in millions)



Use cases in India

Customer support

Marketing

Banking

E-commerce

“

RCS is redefining business messaging with richer experiences and stronger engagement.

Industry Leader

Messaging Technology

The Future of Messaging with RCS

Smarter conversations with **AI-powered** chatbots
Richer experiences across **commerce** and services
Stronger **security** built into every message
Endless opportunities to **engage and grow**

Let's build what's next.
Explore. Integrate. Innovate.

