**Facebook launches app for free messages**

Social networking site Facebook has launched a new messenger app that can help its members send messages to anyone on their phone contact list in India, for free. This could mean for users a chance to reduce their SMS bills as the messages can be sent for free as long as they have an Internet connection plan on their mobile phones. The app also allows messages across platforms such as Android, Blackberry and iOS to send SMS like messages under their existing data service plans.

It has partnered with almost all major telecom operators and device manufacturers for this service, which instantly puts its more than 60 million users in a position to access hundreds of millions of others who can reply with their paid SMSes to the chat app. The latest offering from Facebook comes close on the heels of Google’s similar offer when in October this year it introduced its free own SMS service in India allowing users to send SMS service in India allowing users to send free text messages on a mobile phone through its Gmail chat. It is very popular with youths that have strong mobile usage which could boost the demand for data plans. It will be very easy to use where users can sign up for messenger account with only providing name and phone number, so they will be able to send messages to their phone contacts instantly. This service will be launched simultaneously in India, Australia, Indonesia, Venezuela and South Africa. Other countries are expected to join soon.

This feature works by users downloading the messenger app on phone that later allows sending and receiving of messages. The recipients need not necessarily have the app on their mobiles but if they reply by SMS, their reply will be charged. The goal is to make the new messenger experience better by expanding its reach and giving its users the ability to connect with all of their phone contacts.