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(54) Title: METHOD AND SYSTEM FOR APPLYING VALUE ADDED SERVICES ON MESSAGES SENT TO A  
SUBSCRIBER WITHOUT AFFECTING THE SUBSCRIBER'S MOBILE COMMUNICATION

(57) Abstract: The present invention provides a method of applying one or more value added services (VAS) on messages sent to a subscriber without affecting the subscriber's mobile communication. The method includes receiving an activation request from the subscriber for activating one or more VAS, at a signaling gateway (SG). The method further includes retrieving the subscriber's visited switching address and the subscriber's address from a home location information database associated with the subscriber. Further, the method includes storing the subscriber's address, the subscriber's visited switching address, the home location information database address and an indication for activating the one or more VAS in a database associated with the SG. The method further includes updating the home location information database so as to redirect the messages, sent to the subscriber's address, to the SG. Finally, the method includes applying a logic corresponding to the VAS by the SG on the redirected messages.



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