

To

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
Scrip Code: 542752	Symbol: AFFLE

Re: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release announcing the launch of '**Vizury Engage360**' an omnichannel marketing platform to help marketers unify their communication across connected channels and devices.

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited



Parmita Choudhury
Company Secretary & Compliance Officer

Press Release

Affle launches Vizury Engage360 to simplify omnichannel marketing

Platform to unify consumer connections and conversions across connected digital channels and devices

5 December 2019, New Delhi: Affle (India) Limited, the leading consumer intelligence platform company, today announced the launch of ‘**Vizury Engage360**’ an omnichannel marketing platform to help marketers unify their communication across connected channels and devices.

Consumers today spend a significant amount of time on their connected devices and marketers engage with them across multiple channels including digital advertising, email, messaging, apps and social media etc. Most marketers use multiple platforms to reach out to users across channels with disjointed communication and minimal personalisation. Vizury Engage360 aims to simplify the life of a digital marketer by connecting all devices and channels over its unified platform. This would allow marketers to craft unique consumer journeys to drive higher conversions and ROI powered by AI and ML algorithms.

Commenting on this launch, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said “Our Vizury Engage360 is a **revolutionary omnichannel platform** that significantly strengthens our CPCU driven business model. It **delivers greater ROI** for marketers by optimising consumer conversions across free **owned** channels as well as paid programmatic channels through a unified platform. With timely communications like e-commerce triggers for cart abandonment alerts, time-sensitive discounts, price drop alert, restock alert, marketers can drive **measurable incremental revenues** with Vizury Engage360.”

Talking about it, **Charles Yong, the Chief Architect & Technology Officer at Affle** commented “Vizury Engage360 is an AI-driven omnichannel marketing platform that optimises the potential of each channel and delivers integrated consumer experiences across connected devices. It delivers high value consumer conversions by empowering marketers to seamlessly craft **unique consumer journeys** and enables timely decision-making across multiple touch-points powered by machine learning algorithms that learn and evolve real time.”

Vizury Engage360 platform aims to bring efficiency in marketing spends by integrating owned CRM channels like emails, notifications, messaging, chatbot apps together with paid programmatic advertising channels through social, native, display and video ads.

This announcement comes soon after Affle won industry recognition from the Mobile Marketing Association (MMA) and bagged 8 prestigious awards including ‘Technology Company of the Year’ and

'Best in Show' at its Smarties Awards in India. Affle recently filed 14 patents in Singapore & USA which helped strengthen its Technology IP portfolio and also opened a new R&D centre in Bangalore.

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development and enablement of O2O commerce.

Affle (India) Limited successfully completed its IPO in India and now trades on the stock exchanges (BSE: 542752 & NSE: AFFLE). Affle Holdings is the Singapore based promoter for Affle (India) Limited, and its investors include Microsoft, D2C (An NTT DoCoMo, Dentsu & NTT Advertising JV), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information, visit - <https://www1.vizury.com/> & www.affle.com

For further queries, you may contact - pr@affle.com; compliance@affle.com