



AIL/SE/2020-21/08

August 13, 2020

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 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “Affle to acquire strategic stake in Bobble AI, the Conversation Media Platform offering indigenous social keyboard.”

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited




Parmita Choudhury
Company Secretary & Compliance Officer

Affle (India) Limited

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Press Release

Affle to acquire strategic stake in Bobble AI, the Conversation Media Platform offering indigenous social keyboard

13 August 2020: Affle (India) Limited (“Affle” or the “Company”), today announced the signing of definitive agreements to acquire 8.0% ownership in Talent Unlimited Online Services Private Limited (“Bobble AI”), India. The Company also has an option to acquire incremental ownership on attainment of certain key performance targets within the next 3 years. Affle has secured exclusive global ad monetization rights of tech products of Bobble AI for 5 years. Bobble AI is the Conversation Media Platform offering indigenous social keyboard with 10+ patents filed and significant investments from Xiaomi and SAIF Partners.

Bobble AI’s flagship offering - “Bobble Indic Keyboard” includes speech-to-text capabilities and is accessible in approximately 100 international languages including 23 Indian languages. It lets users personalise their communication while offering AI-based contextual recommendations and expressive endorsements with branded stickers and emojis. Bobble AI has partnered with Xiaomi to pre-embed its custom made “Mint Keyboard” as a default keyboard across multiple Xiaomi devices in India. Bobble AI has leveraged its strengths in both Indian and International languages and is partnering with multiple Original Equipment Manufacturers (OEMs), Mobile Network Operators (MNOs) and financial services companies as distribution partners adding significantly to their customer engagement.



Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said “We are excited to announce our strategic investment in Bobble AI. A keyboard is the core of a user’s smart device experience and is one of the most used apps daily. We believe Bobble AI complements our vernacular strategy and significantly strengthens our partnership with OEMs where this keyboard is a default/pre-installed app. We remain committed to Affle2.0 growth strategy leveraging upon strategic consolidation opportunities to augment our market leadership position globally. We also continue to be a strong enabling platform for the indigenous apps ecosystem in India.”



Talking about it, **Ankit Prasad, the founder and CEO of Bobble AI** commented “We are elated to have found partners in Affle as we enter into the next phase of growth and monetization. Affle’s investment reinforces our vision to build world’s largest Conversation Media Platform. Affle’s strong market position, differentiated business model and our deep AI-driven tech is setting us together on a long-term growth trajectory. As a founding team, me and Rahul would like

to thank our team, users and partners for their continued support, and looking forward to exciting days ahead.”

Existing investor of Bobble AI, SAIF Partners noted “Bobble AI has grown rapidly in the past couple of years driven by Ankit and Rahul's leadership and focus on execution. We welcome Affle's strategic investment into the company, which will further strengthen Bobble's market position and create a leading and unique engagement model for both users and partners. We look forward to a strong growth path for Bobble AI.”

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, enablement of O2O commerce and through its customer data platform.

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 www.affle.com

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

About Bobble AI

Bobble AI is enriching everyday conversations because there is nothing more authentic and persuasive than what one friend says to another. With expressive and personalized content including stickers, GIFs, emojis, multi-languages support, AI-based contextual recommendations, speech-to-text, etc., Bobble AI is transforming the conversations of millions of users. Bobble AI's flagship product Bobble Indic Keyboard allows real-time content creation and personalization through its AI technology. Bobble AI has created the Mint Keyboard which is the default keyboard for Xiaomi phones. Identifying consumers' need to communicate in the local language, Bobble AI has leveraged its strength in Indian languages and introduced keyboards in many of the Indian regional languages as well.

For more information, visit <https://www.bobble.ai/>

For further queries, you may contact bobbleai@prpundit.com