

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 filing of 14 patents by the Company in Singapore and USA, strengthening its consumer platform offerings.

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited



Parmita Choudhury
Company Secretary & Compliance Officer



Press Release

Affle files 14 technology patents, strengthens consumer platform offerings Fortifies AI-driven intelligence & automation for conversion-driven marketing

October 22, 2019, New Delhi: Affle (India) Limited today announced the filing of 14 patents in Singapore and the USA. The company has filed 4 new patent applications in Singapore in the areas of conversational marketing & vernacular and voice-based intelligence. Further, the Company has decided to expand the jurisdiction of its 10 patents earlier filed in India by filing in the patent office of the USA as well.

The newly filed 4 patents in Singapore power innovations in AI driven intelligence & automation. The subject areas include monitoring and integration of intelligent conversational agents, switching between intelligent conversational agents, adoption of user learnings across vernacular contexts and Integration of digital assistants with audio content.

The earlier innovations initially filed for patents in India and now being pursued both in India and the USA largely covering various algorithms for ad fraud detection. These innovations include blockchain based decentralized repository of fraudulent nodes and publishers, detection of ad fraud with multiple modalities of network identification and user behaviour, deep learning and machine learning methods to identify fraudulent entities from data. These also include patent filings for enabling app installation while listening to podcasts.

Commenting on strengthening its IP portfolio, Anuj Khanna Sohum, the Chairman, MD and CEO of Affle said, “Vernacular, Voice and Video will drive the next level of adoption for smart connected devices across emerging markets. As the pioneer in mobile marketing since 2005, Affle has consistently stayed ahead of the curve with timely tech innovations. With over 100 patentable claims and a strong patent portfolio, we have added credibility and defensibility to our global IP strategy.”

Closely driving the patents portfolio at Affle, Charles Yong, the Chief Architect and Technology Officer shares his views, “With our new R&D centre in Bangalore, we are set to fortify our efforts in AI-driven intelligence and automation with conversational marketing, vernacular affinity across video and voice-based consumer experiences. We will continue to build on our strengths in the areas of big data, machine learning & advanced deep learning models to deliver conversations and conversions across connected devices.”

With these filings, Affle has now built robust patent portfolio with 18 patents filed in India, USA & Singapore. It has 3 patents granted in the areas of Consumer Acceptable Advertising in the USA while 15 patents are pending out of which 1 pending in USA covering partner pixelling for user identification; 10 pending in USA & India covering various algorithms of digital fraud detection; 4 pending in Singapore in the areas of conversational marketing and vernacular & voice-based intelligence.

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagement, 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 subsidiary), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information, visit - www.affle.com

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