



AIL/SE/2020-21/08

July 2, 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 Indus OS, India’s largest independent indigenous apps store.”

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited

 

Parmita Choudhury
Company Secretary & Compliance Officer

Affle (India) Limited

Regd. Office | 312, B-Wing, Kanakia Wallstreet, Andheri Kurla Road, Andheri East, Mumbai, Maharashtra 400093
Communication Office | P 601-612, 6th floor, Tower C, JMD Megapolis, Sohna Road, Sector – 48, Gurgaon:122018
(P) 0124-4992914 (W) www.affle.com CIN: L65990MH1994PLC080451

Press Release

Affle to acquire strategic stake in Indus OS, India's largest independent indigenous apps store

02 July 2020: Affle (India) Limited through its subsidiaries ("Affle"), today announced the signing of a definitive agreement to acquire 8.0% ownership in OSLabs Pte. Ltd., Singapore ("Indus OS"). Indus OS operates India's largest independent indigenous apps store, with key investment from Samsung Venture Investment Corporation.

A homegrown app and content discovery platform - Indus OS' key offering - "Indus App Bazaar" has over 400,000 apps accessible in English and 12 Indian languages including Hindi, Gujarati, Marathi, Tamil, Telugu, Urdu, Odia, Punjabi, Malayalam, Bengali, Assamese and Kannada. It is a default apps store for all Samsung devices in India powering the Samsung's Galaxy store, and partners with many of the Indian OEMs as well. Indus OS platform is designed to help users discover digital content and services in the language of their choice. Utilizing its proprietary AI-driven app recommendation engine, Indus OS optimizes the user experience, delivering higher engagements and bringing app developers, smartphone brands and users on a single India centric platform.



Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said "We are excited to announce our strategic investment in Indus OS. This investment reaffirms our commitment to Affle2.0 growth strategy and building a sustainable market leadership. We derive significant synergies with the Indus OS App Bazaar which through its multi-lingual capabilities, deeply enhances our vernacular scale and the verticalization strategy. It strengthens Affle's position as the enabling platform for the indigenous apps ecosystem in India, ensuring a digitally inclusive growth for our customers."



Talking about it, **Rakesh Deshmukh, the Co-founder, Director and CEO of Indus OS** commented "We are thrilled to commence on this exciting journey together with Affle. Indus OS platform with its indigenous app store capabilities, thousands of apps and powered by a robust app recommendation engine is deployed by Samsung and many Indian OEMs. This deal would strategically strengthen our market position and create a leading one-of-a-kind engagement model for the Indian users. I would like to thank our team, users and partners for their continued support, and looking forward to our long-term collaboration together with Affle."

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 Indus OS

Established in 2015, Indus OS is a “Made-In-India” technology brand, building India’s only content and commerce platform for users to discover and consume digital content and services in the language of their choice. Indus OS operates its own app Store - Indus App Bazaar with over 400,000 applications, providing users a seamless experience in English and 12 Indian languages including Hindi, Gujarati, Marathi, Tamil, Telugu, Urdu, Malayalam, and Bengali, amongst others. It is built on a strong personalized recommendation engine delivering users the option to download apps that best serve their needs. Utilizing its proprietary AI-driven app recommendation engine, Indus OS optimizes the user experience, delivering higher engagements and bringing app developers, smartphone brands and users on a single India centric platform.

For more information, visit <http://www.indusos.com/>

For further queries, you may contact - social.connect@indusos.com