

Aptech and Hungama announce strategic partnership to build mEducation in India

Mumbai, April 16th, 2012: Aptech Ltd, the leader in computer education & learning solutions and Hungama Digital Media Entertainment Pvt. Ltd, South Asia's largest digital entertainment and marketing company have come together and taken the first steps to build the mEducation industry in India. In a strategic partnership announced by the two companies today, Aptech with its expertise in the education sector for over 25 years will create specialized courses across faculties in a form that is easy to comprehend and distribute over various digital channels and connected devices. Hungama Digital Media, the leader in digital entertainment, will develop this content onto over 90 various devices and distribute the same via the mobile, internet and DTH eco-system.

An industry that is at a very nascent stage in India, mEducation is likely to generate a \$70 billion revenue opportunity for mobile and internet service providers by 2020, worldwide. In India, Aptech and Hungama will take the lead to initiate innovation in the field and bring services closer to the consumer, at affordable prices. With the 900 million mobile subscriber base and over 100 million internet users in India, the industry will see more mainstream services that will construct a digital lifestyle for the end-consumer.

Ninad Karpe, MD & CEO, Aptech, said, "The proliferation of mobile devices and the internet is going to revolutionize the way education is delivered across the world. Today, education is in dire need of innovation, qualitative content and effective delivery model. Potentially, mEducation can play a very significant role in delivering quality education. Pioneering mEducation initiative, Aptech and Hungama have come together to build this industry in India".

Speaking on the announcement, Neeraj Roy, MD & CEO, Hungama Digital Media, said, "India is a unique digital market. We are the only economy that has seen a shift from 2G to 4G in a matter of 18 months. What this means for the consumer is that with access to faster data speeds and smarter devices, they now have access to the very best education content, across various subjects and specialization. This content will be delivered and upgraded on a timely basis, at the touch of a button. Connected devices, especially with the power of touch will now become the new tool for more interactive forms of learning".

About Aptech Ltd.

Aptech commenced its education and training business in 1986 and has globally trained over 6.4million students. Aptech is an ISO 9001:2000 organization and the first IT Training and Education company to get this certification for Education Support Services in 1993. Aptech has presence in more than 40 emerging countries through its two main streams of businesses – Individual training and Enterprise Business. As a leader in career education, it has over 1300+ centres of learning across the world.

Under Individual Training, Aptech offers career and professional training through its Aptech Computer Education, Arena Animation & Maya Academy of Advanced Cinematics (both in Animation & Multimedia), Aptech Hardware & Networking Academy, Aptech Aviation & Hospitality Academy and

Aptech English Learning Academy brands. Enterprise business includes Content Development (Aptech Learning Services), Training and Assessment Solutions for Corporates & Institutions (Aptech Training Solutions, Aptech Assessment & Testing Solutions).

About Hungama Digital Media Entertainment Pvt Ltd

Hungama Digital Media Entertainment Pvt. Ltd. is the largest aggregator, developer, publisher and distributor of Bollywood and South-Asian entertainment content in the world. It is a leader in Mobile & Digital Entertainment solutions, Digital Advertising, Gaming and Applications. With partnerships with over 400 content creators, Hungama has licensed worldwide exclusive digital rights to millions of music and video titles. The company serves content to consumers in 47 countries across Mobile, Internet, IPTV, DTH services and Applications, and has more than 150 partners across the world. Hungama has successfully managed more than 2000 mobile and digital campaigns for as many as 350 brands globally. Over the last 12 years, Hungama has won close to 100 international awards across Mobile Entertainment, Digital Advertising and Gaming.

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