



21.02.2012

To
The National Stock Exchange of India Limited,
Exchange Plaza,
Bandra Kurla Complex,
Bandra East,
Mumbai – 4000051

Dear Sirs,

Sub: Northgate - Press Release – reg.

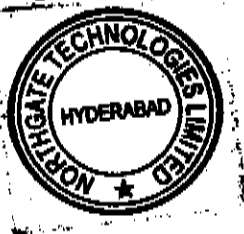
We wish to inform you that "Bharatstudent.com a portal run by Social Meida India Ltd., a 100% owned subsidiary of Northgate Technologies Limited, is ranked # 4 by ComScore Inc, a leader in measuring the digital world on traffic to Social Networking sites.

Bharatstudent is ranked # 4 ahead of Twitter that's ranked # 5. while Facebook, Orkut, LinkedIn and Twitter are all foreign companies, Bharatstudent is an Indian Company.

The copy of 'press release' is enclosed for your information.

Thanking you,
For Northgate Technologies Limited


Lincoln Babu
Company Secretary



CC to:
The Bombay Stock Exchange Limited



ComScore Inc, a leader in measuring the digital world, released a report on traffic to Social Networking sites in India as on Oct 2011.

Bharatstudent.com, social networking portal targeting global Indians, is ranked #4, ahead of Twitter for the year 2011 as per ComScore.

Bharatstudent.com was started in the year 2007 and had taken strides in the subsequent 3 years as the fast growing social networking site in India. It is ranked #3 after Facebook and Orkut in the years 2008, 2009 and 2010.

Comparing to 4.4 mn unique visitors till Oct 2010, Bharatstudent.com has shown a significant growth up to 5.4 mn by Oct 2011. Now, Bharatstudent is ranked # 4 ahead of Twitter that's ranked #5. But, while Facebook, Orkut, LinkedIn and Twitter are all foreign companies, the fact that Bharatstudent is an Indian company definitely adds to its charm.

For further details Contact:
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Mob: 09848386495

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SOCIAL NETWORKING COUNTRY SNAPSHOT

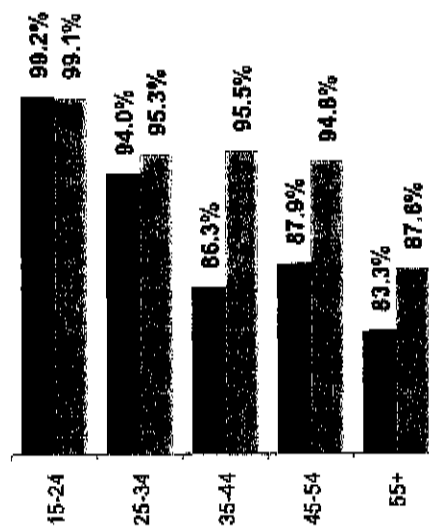


India

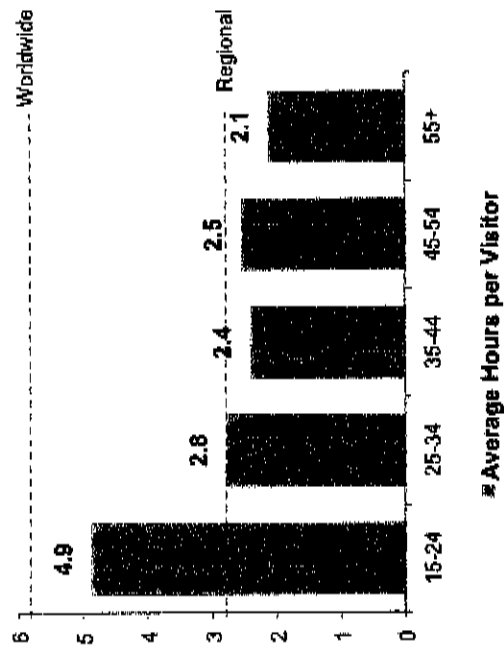
Total Audience (Age 15+)	45.9 Million	Index to Worldwide	Index to Region
Total Social Networking Audience	43.5 Million		
Online Population Visiting Social Networks	94.8%	115	143
Share of Time Spent on Social Networking	25.5%	133	227
Average Time Spent on Social Networks	3.4 Hours	60	116

Top 5 Social Networks	Total Unique Visitors (000)	% Reach	Average Minutes per Visitors
Facebook	37,600	81.9	221.8
Orkut	9,967	21.7	21.4
LinkedIn	5,775	12.6	15.2
BharatStudent	5,397	11.8	3.2
Twitter	3,546	7.7	8.2

Social Networking Demographic Reach



Average Engagement with Social Networking



Top 5 Social Networks by Unique Visitors

