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August 21, 2025

To,
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Scrip Code: **532944**

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051
Scrip Code: **ONMOBILE**

Dear Sir/ Madam,

Sub: Intimation of Press Release

This is to inform you that OnMobile Global Limited is issuing a press release titled "OnMobile Powers Next-gen Enterprise Engagement for Vodafone Qatar with Buzzmo", a copy of which is enclosed herewith.

Requesting you to take the same on record.

Thanking you,

Yours sincerely,
For OnMobile Global Limited

P V Varaprasad
Company Secretary
F5877

Encl: a/a

OnMobile Powers Next-gen Enterprise Engagement for Vodafone Qatar with Buzzmo

Bangalore, 21 August, 2025

OnMobile, a global leader in mobile gaming and entertainment, has partnered with Vodafone Qatar to launch Buzzmo, an intelligent communication platform purpose-built for telecom operators. Designed and developed by OnMobile in India, Buzzmo is set to transform how Vodafone Qatar delivers value to over 800 of its enterprise clients. Buzzmo is designed to combine customer data, intelligence, and orchestration into a full-stack engagement platform that drives personalised, multi-modal communication across channels at scale.

With Buzzmo, enterprises can launch AI-driven customer engagement campaigns in minutes, accelerating time-to-market and driving measurable revenue growth. The platform combines real-time personalization with omnichannel capabilities across WhatsApp, RCS, Voice, SMS, Telegram and Line. Its plug-and-play design augments Vodafone Qatar's existing enterprise stack, allowing the company to go beyond traditional connectivity and offer intelligent, scalable business engagement solutions.

This strategic rollout marks a new chapter in OnMobile's decade-long partnership with Vodafone Qatar. As the core technology enabler, OnMobile is playing a pivotal role in strengthening Vodafone Qatar's leadership in enterprise innovation across the region's digital economy.

Bikram Singh Sherawat, President and COO at OnMobile, said,

"Buzzmo represents the next step in our long-standing partnership with Vodafone Qatar. The communication platform is a growth enabler, purpose-built for telcos, delivering impactful enterprise experiences that are agile, intelligent, and built for scale. By transforming VFQ's infrastructure into a high-impact engagement engine, we're enabling new revenue opportunities and elevating enterprise customer experience in one move."

Mohamed Alyafei, EBU Director at Vodafone Qatar, added,

"At Vodafone Qatar, we are committed to enabling our enterprise customers to thrive in an increasingly digital world. Buzzmo is a strategic step forward in this journey, reinforcing our position as a trusted partner in intelligent communication and customer engagement that'll help us deliver long-term value to the businesses we serve."

This strategic launch reflects OnMobile's continued focus on building future-ready, telco-centric solutions that go beyond traditional communication. With Buzzmo, OnMobile and Vodafone Qatar are jointly setting a new benchmark for how telecom operators can create differentiated enterprise offerings, positioning customer engagement as a core engine for growth.

About OnMobile:

OnMobile Global [NSE India: ONMOBILE] [BSE Ltd: 532944], a leader in cutting-edge mobile gaming and entertainment, is headquartered in Bangalore, India, with a presence in 69 countries worldwide. OnMobile is focused on building customer-first Mobile Gaming products, such as Challenges Arena and ONMO, while offering a wide array of digital products, including Tones, Videos, and Contests. Based on current deployments, OnMobile has 125 customers and more than 70 million monthly users globally. For further information, please visit www.onmobile.com.

About Vodafone Qatar P.Q.S.C:

Vodafone Qatar P.Q.S.C. (“Vodafone Qatar”) offers a comprehensive range of services, including voice, messaging, data, fixed communications, IoT, and ICT managed services, in the State of Qatar, catering to both consumers and businesses. The company commenced commercial operations in 2009 and had 2.1 million mobile customers as of March 31, 2025. Its state-of-the-art network infrastructure continues to expand across key locations, offering fibre connectivity and 5G, while contributing to the country’s digital advancement. Visit www.vodafone.qa for more details.

For media queries, please contact:

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