onmobile™

July 8, 2015

The Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400001.
BSE Symbol: 532944

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051.
NSE Symbol: ONMOBILE

Dear Sirs,

Sub: Intimation about a Press Release

This is to inform you that OnMobile Global Limited is planning to issue a press release titled 'OnMobile launches digital music store with Grameenphone', a copy of which is attached herewith.

Requesting you to please take the same on record.

Thanking you,

Yours Sincerely,
For OnMobile Global Limited

P V. Varaprasad

OnMobile Global Limited Bangalore

P.V. Varaprasad
Company Secretary

Encl: a/a

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OnMobile launches digital music store with Grameenphone

Bangalore, 08 July 2015: OnMobile Global Limited (OnMobile), a leading provider of mobile music offerings, launched an avant-garde digital music store for Grameenphone, a leading telecom operator in Bangladesh. Grameenphone Music which will be available on the Web and as an Application will reach out to more than 50 million subscribers in Bangladesh.

Grameenphone Music encourages music lovers to download their favorite tracks through the GP Music site or the Android application available on the Google Playstore. OnMobile has powered the technology for Grameenphone Music by seamlessly integrating state-of-the-art CMS, billing technology and superior content rights management. With a simple yet interactive user experience, affordable pricing and a host of exclusive releases by popular artistes, GP Music will encourage music lovers to opt for paid original music tracks.

GP Music is expected to transform the music industry in Bangladesh having already established exclusive tie-ups with 15 artistes in Bangladesh. It is also seamlessly integrated with OnMobile's cRBT Platform and will offer music lovers a highly personalized experience allowing them to set favorite tracks as their Welcome Tunes.

"We are very excited about partnering with Grameenphone to launch GP Music. Offering favorite music tracks in a stunningly simple and easily accessible manner, GP Music will be a successful combination of top-notch technology and popular music," stated Sanjay Bhambri, OnMobile's Chief Commercial Officer. "As the product evolves, we are confident that its appeal will be enhanced making it a fun and cool way to listen to favorite music tracks."

"GP Music is an endeavor to empower Bangladeshi music and talent, simultaneously curbing piracy," said Yasir Azman, Chief Marketing Officer, Grameenphone. "OnMobile has been a valued partner for Grameenphone since 2008. We expect the launch of GP Music to promote legalized distribution of digital music in Bangladesh. This is in line with our vision of providing much needed recognition to struggling artistes and reviving the music industry in the country."

OnMobile's successful track record in launching RBT and Music products with Grameenphone were crucial in forging this partnership. The launch of GP Music further reinforces OnMobile's global leadership position in mobile music offerings.

About OnMobile

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, and with offices in all regions of the world, delivers millions of music plays daily to mobile customers worldwide. Based on current deployments, OnMobile has the potential to reach more than 1.1 billion mobile users across several geographies. For further information, please visit www.onmobile.com

OnMobile Global Limited Bangalore

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