

spice

S Mobility Limited

S Global Knowledge Park

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www. smobility.in

February 09, 2012

To,

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001
Scrip Code: 517214

National Stock Exchange of India Limited
Exchange Plaza, Plot no.C/1, G Block
Bandra – Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Code: SMOBILITY

Sub: Press Release

Dear Sir,

Please find attached herewith a Copy of the Media Release issued in connection with professionalization of the Management Team in S Mobility.

Request to take on record the same.

Thanking you.

Yours faithfully,
For **S Mobility Limited**
(Formerly Spice Mobility Limited)

M.R. Bothra
General Manager-Corporate Affairs

Encl: Press Release.



MEDIA RELEASE

Professional management set to drive growth at S Mobility

- ***Dr B. K. Modi and family cease to play an executive role in S Mobility Limited***

- ***S i2i Mobility* holds 68.65% stake in S Mobility – Promoter holding consolidated to provide dedicated focus on the group's mobility business***

- ***The Group's mobility interests will be overseen by Dr B. K. Modi, as CEO & Chairman of S i2i Mobility****

S i2i Mobility*'s Global Innovation Centre offers strong intellectual and design capability backbone

- ***Target at producing innovative products that are original to the 'S' brand and conceptualised from inception***

India, 09 February 2012 – As part of its endeavour to aggressively explore and drive growth opportunities across all avenues of the dynamic and ever evolving Mobility business, S Mobility Limited is to have in place a highly experienced and professional leadership team comprising well qualified CEO, CFO, Business Heads, etc, appointed to individually manage specific operations within the company. With respect to this transition, Dr B. K. Modi and other members of the Modi family will cease to play an executive role in the Company's operations.

A new holding Company, S i2i Mobility Private Limited will hold the promoter holding in S Mobility. S i2i Mobility Private Limited has been formed to provide dedicated focus on the group's mobility interests and will have its own Board of Directors that comprises an equal distribution of highly respected professionals and members of Dr Modi's family. With Dr B. K. Modi as CEO and Chairman of the Company, the S i2i Mobility Private Limited's Board will provide strategic input and direction to the mobility business of the Group. S i2i Mobility Private Limited has acquired 68.65% of S Mobility Limited, which in turn is a 100% subsidiary of S Global Holdings, a Group that that has interests in several businesses including education, entertainment, digital healthcare, commerce, retail, and internet retailing.

(S i2i Mobility* - S i2i Mobility Private Limited)

Commenting on these developments, Dr. BK Modi, Chairman of S Global Holdings said, *"This transition is in line with our endeavor to completely professionalize the operations of our Mobility businesses with a view to swiftly and aggressively identify and take advantage of opportunities. We believe Mobility is clearly the new wave and the future. In order to leverage the potential of this space, there is need for a highly capable, experienced and dedicated leadership team. We have already identified and begun appointing relevant professionals and will empower them by providing the team with infrastructure and all other necessary resources. Our Global Innovation Centre in Singapore will play a strong role in supporting the initiatives of our Mobility business with the design and development of some cutting edge offerings. We will also look to leverage our scale to put in place a global supply chain for mobile devices besides setting up our own Mobile Application store. All of this will enable us stay well ahead of the innovation and technology curve in the Mobile Internet space."*

This initiative involves the development of a global supply chain for mobile devices. The consolidation of the business will enable all entities to augment product design and development, leveraging the strengths of the recently established Global Innovation Centre in Singapore. This innovation hub, into which the Group proposes to invest ~SGD 100 million over the next five years, will house about 250 employees who will specialise in conceptualising and designing original products that appeal to the emerging as well as developed markets. The Group, which has established its presence from the Ivory Coast, India to Indonesia region, also aspires to develop a global supply chain to benefit from economies of scale, innovative product designs, increased supplier focus, better procurement terms and technical know-hows.

Given the rapid digitisation of the telecom industry, consumers are now more dependent on value added services that are compatible with their devices. Conceived and developed at the Global Innovation Centre, the Group developed its mobile application store called 'S Apps Planet' the first of its kind Appstore which seeks to establish an early-mover advantage by targeting the affordably-priced smart-feature mobile phones market, further creating major revenue streams. S Apps Planet will now be pre-loaded as a standard application in all "S" branded handsets, partnering with the best in class Application and Service developers who have succeeded in launching apps on the Apple Appstore, Android Market, Blackberry World, and Nokia OVI to enhance the experience of high end applications on affordable handsets. This will enable the Company to cater to a broader spectrum of the audience. Most of the installable applications will be customised and developed according to the geographic locations of consumers. The establishment of the Global Innovation Centre has also further augmented the development of quality content for consumers across its value chain.

For further detail pl contact:

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