

To

<p>BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001</p> <p>Scrip Code: 542752</p>	<p>National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051</p> <p>Symbol: AFFLE</p>
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Re: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “Affle completes a hat trick by winning ‘Technology Company of the Year’ at MMA Smarties for 3rd consecutive time, together with 7 other top Awards & Industry Recognitions.”

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited




Parmita Choudhury
Company Secretary & Compliance Officer

Encl: As above

Affle (India) Limited

Press Release

Affle completes a hat trick by winning ‘Technology Company of the Year’ at MMA Smarties for 3rd consecutive time, together with 7 other top Awards & Industry Recognitions

September 29, 2021: Affle (India) Limited, a consumer intelligence driven global technology company, today announced that it has for the 3rd consecutive time won the coveted ‘**Enabling Technology Company of the Year**’ at the MMA Smarties India 2021 (organized by Mobile Marketing Association). This significant win came together with **7** top campaign awards and enabling **2** other industry recognitions for Affle’s innovative mobile advertising campaigns.

The **7** campaign awards have come for Affle’s MAAS, mediasmart, RevX and Vizury platforms for powering high ROI innovative campaigns of top advertisers and agencies including Discovery+, Fossil, GroupM, Merkle Sokrati, MX Takatak and Swiggy. Affle platforms topped comprehensively across multiple categories including Programmatic & Machine Learning, Best Use of Vernacular in Mobile Advertising, Top Innovation, Best Data-Driven Display Campaign, Best in Connected Devices/Internet of Things, Best Lead Generation and Best Mobile Apps/mCommerce solution. The **2** other industry recognitions enabled by Affle included the ‘Best in Show’ award won by Swiggy and ‘Publisher of the Year’ by MX Takatak, for their campaigns executed on Affle’s platforms.

This announcement comes soon after Affle’s MAAS platform won 8 awards for the high impact campaigns done for Games24X7, at the prestigious Indian Digital Media Awards (IDMA) 2021 organised by exchange4media.



Commenting on these achievements, **Anuj Khanna Sohum, the Chairman, MD and CEO of Affle** said, “Winning such top industry honours consecutively, demonstrates Affle’s stand out contributions towards creating impactful tech innovations powering the mobile marketing ecosystem. I congratulate all Afflers and our partners for these commendable industry recognitions. These credentials will further inspire us towards industry leadership and our pursuit of delivering unique, front-running & hyper-personal connected consumer experiences to advertisers globally.”



Charles Yong, the Chief Architect and Technology Officer said, “Our sustained focus on R&D and IP creation has helped our platforms consistently deliver value to our partners. I am delighted that the work being done by the entire product tech organisation at Affle has been recognised again by a top industry body like the MMA and has enabled us to complete a hat trick of winning the ‘Enabling Technology Company of the Year’. We look forward to building on this momentum to drive further innovation and growth for the industry.”

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development, enablement of O2O commerce and through its customer data platform.

Affle (India) Limited successfully completed its IPO in India and now trades on the stock exchanges (BSE: 542752 & NSE: AFFLE). Affle Holdings is the Singapore based promoter for Affle (India) Limited, and its investors include Microsoft, Bennett Coleman & Company (BCCL) amongst others.

For more information, visit www.affle.com

For further queries, you may contact - pr@affle.com