



ONMOBILE GLOBAL LIMITED
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November 21, 2019

To,
The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai-400 001
BSE Symbol: 532944

The Secretary
National Stock Exchange of India Limited
Bandra Kurla Complex
Bandra East
Mumbai – 400 051
NSE Symbol : 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 collaborates with Gionee to build and manage its mobile entertainment ecosystem”, 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

P V Varaprasad
Company Secretary



Encl: as above



OnMobile collaborates with Gionee to build and manage its mobile entertainment ecosystem

BENGALURU, NOVEMBER 21st, 2019 - OnMobile Global Limited partners with Gionee, owned by the Jaina Group, to launch its Contest platform to provide an intuitive and rewarding experience to Gionee users.

With the sole purpose to increase engagement and generate incremental revenue for Gionee, OnMobile will launch its intuitive mobile entertainment platform. Gionee, known for its new generation of mobile phones which redefines life in every way has entered into an agreement with OnMobile to launch its portfolio of products including Contests, Games, Themes, Tones, and Videos.

OnMobile, a global leader in mobile entertainment, provides contests with interesting and contextual topics to an estimated over 12 million active users. Besides this, it also offers mobile game subscription services, high-definition tones with an extensive music catalogue and video streaming solutions that cater to a host of viewership tastes and needs. 15% of the overall revenue generated from the Contest services will be invested in gratification to drive engagement. Winners will be announced daily in a dedicated section of the app.

"Our partnership with Gionee to build and manage its mobile entertainment ecosystem is a reflection of the trust and credibility we have built over the years in India. We are thrilled to bring our top revenue-generating products to the users of Gionee phones," said Sanjay Bhambri, President & Chief Operating Officer, OnMobile.

"We look forward to a strong partnership with OnMobile. We believe that OnMobile's portfolio of products will provide our phone users with engaging and rewarding experiences wherein the Gionee consumers will get a chance to win reward prizes worth up to Rs.2000 in various forms like cashback, vouchers and Gionee products, said Pardeep Jain, Managing Director, Gionee.

About Gionee:

Gionee established its operations in India in 2013 and is headquartered in New Delhi. Over a period of 5 years, having expanded its product offering across mobile & smart accessories. All Gionee devices selling in India are manufactured locally. The company has a presence in over 42,000 retail outlets across India with 480 service stations. The India operations of Gionee are a part of the Jaina Group, a well-known business conglomerate with interests in telecom, consumer durables and electronics that has earned the trust of hundreds of millions of consumers over its 10 years of operation. Jaina Group's market leadership in the segment will further create inroads for expansion of Gionee's product portfolio of mobile and smart accessories in India.

To know more please visit, www.gionee.co.in

**About OnMobile:**

OnMobile [NSE India: ONMOBILE] [BSE Ltd: 532944], is a global leader in mobile entertainment. Headquartered in Bangalore, India and with presence in many countries across the world, OnMobile offers a wide array of products such as Videos, Tunes, Games & Contests. Based on current deployments, OnMobile has over 100 million active subscribers and an addressable base of more than 1.68 billion mobile users across several geographies.

For further information, please visit www.onmobile.com

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