



ONMOBILE GLOBAL LIMITED
Tower #1, 94/1 C & 94/2,
Veerasandra Village, Attibele Hobli,
Anekal Taluk, Electronic City Phase-1,
Bangalore - 560100, Karnataka,
India
P: +91 80 4009 6000 | F: +91 80 4009 6009
CIN - L64202KA2000PLC027860
Email - investors@onmobile.com
www.onmobile.com

October 05, 2023

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

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

Dear Sir/ Madam,

Sub: Intimation of Press Release

This is to inform you that OnMobile Global Limited is issuing a press release titled “OnMobile forms a strategic partnership with Robi to launch its casual mobile gaming product, Challenges Arena”. 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
Company Secretary

Encl: as above

OnMobile forms a strategic partnership with Robi to launch its casual mobile gaming product, Challenges Arena

5th October 2023

OnMobile Global, a leader in cutting-edge mobile gaming and entertainment, has partnered with Robi, Bangladesh's fastest 4.5G network, to launch its casual mobile gaming product, Challenges Arena.

Challenges Arena, the flagship mobile casual gaming product from OnMobile, offers a single destination to play casual challenges with an unparalleled gamified winning experience, bringing the whole gamut of hyper casual games, fantasy sports, and trivia to the users of Robi. The distinct value proposition of melding skill-based casual gaming, allowing users to engage in battles or tournaments with friends with exciting rewards, will present a significant enhancement to Robi's service offerings.

Biswajit Nandi, Chief Business Officer of OnMobile Global, expressed his excitement, stating, "We are enthusiastic about our collaboration with Robi, Bangladesh's second-largest operator. Challenges Arena stands as a testament to our dedication to becoming a gaming-first company, with substantial customer traction propelling its success. Drawing from over two decades of experience delivering digital services to telecom operators, we remain steadfast in our mission to deliver cutting-edge mobile gaming products to telcos in both Bangladesh and across the globe."

Ahmed Armaan Siddiqui, Executive Vice President of VAS & New Business at Robi, expressed his best wishes, stating, "We are excited about our collaboration with OnMobile Global as it seamlessly complements our commitment to delivering exceptional customer experiences."

The culmination of this partnership is the launch of Challenges Arena, a dynamic and gamified environment designed to resonate with players of all interests and skill levels. Challenges Arena promises to boost engagement and ensure customer retention, marking a significant milestone in Robi Telecom's journey to provide top-notch services to its customers. Through this partnership, Robi Telecom looks forward to continued success and innovation in the telecom industry, as it continues to prioritize exceptional customer experiences.

About OnMobile

OnMobile Global [NSE India: ONMOBILE] [BSE Ltd: 532944], the leader in cutting-edge mobile gaming and entertainment, is headquartered in Bangalore, India, with its presence in over 50 countries across the globe. OnMobile is focused on building customer-first Mobile Gaming products while offering a wide array of mobile entertainment products such as Videos, Tones, and contests. Based on current deployments, OnMobile has over 74.7 million monthly users globally. For further information, please visit www.onmobile.com.

For media queries, please contact:
pr@onmobile.com

About Robi

Robi is Bangladesh's second-largest mobile network operator, with 56.4Mn subscribers, representing 30% of the subscriber market share. The company also boasts the industry's highest percentage of data users (76.5%). Robi Axiata Limited is a public limited company. Axiata Group Berhad of Malaysia holds the controlling stake of 61.82%, Bharti Airtel of India holds 28.18%, and the general public holds the remaining 10% stake. The company made its debut in the country's twin stock markets in Dhaka and Chattogram on the 24th of December 2020 with the largest-ever IPO.