



ONMOBILE GLOBAL LIMITED
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March 31, 2021

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

The Secretary
National Stock Exchange of India Limited
Bandra Kurla Complex
Bandra East
Mumbai – 400 051
Scrip Code: ONMOBILE

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we hereby inform you that OnMobile Global Limited (“**Company**”), has agreed to acquire 10% equity stake in Tech4Billion Media Private Limited. The disclosure for the acquisition is enclosed as **Annexure A**.

In this regard, the Company would issue a press release, copy of which is enclosed as **Annexure B**.

Please take the above on record.

Thanking you,

Yours sincerely,
For OnMobile Global Limited

P. V. Venkprasad

P.V. Varaprasad
Company Secretary



Encl: a/a

Disclosure for the acquisition 10% of shares of Tech4Billion Media Private Limited

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| 1. | Name of the target entity, details in brief such as size, turnover etc.; | Name: Tech4Billion Media Private Limited The Company is engaged in the business of providing, operating and managing a social media application in the name of “Chingari” that provides end users a social video sharing service through which people can record and share short video clips |
| 2. | Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”; | No |
| 3. | Industry to which the entity being acquired belongs; | Indian short video sharing app |
| 4. | Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity); | <ul style="list-style-type: none"> ➤ Promoting OnMobile’s games in millions of videos on Chingari app ➤ Set up OnMobile’s games channel on Chingari app and have access to millions of Chingari users |
| 5. | Brief details of any governmental or regulatory approvals required for the acquisition; | Nil |
| 6. | Indicative time period for completion of the acquisition; | Within 45 days |
| 7. | Nature of consideration - whether cash consideration or share swap and details of the same; | Cash consideration |
| 8. | Cost of acquisition or the price at which the shares are acquired; | Confidential |
| 9. | Percentage of shareholding / control acquired and / or number of shares acquired; | Percentage of shareholding: 10% |
| 10. | Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief); | Tech4Billion Media Private Limited owns “Chingari” application which is an Indian video-sharing social networking service wherein people record and share short video clips which is available in 148 countries in Android app and 133 countries in ios. Through |



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| | | <p>this “Chingari” app, users can upload videos in 14 languages including English, Hindi, Bangla, Gujarati, Marathi, Kannada, Odia, Punjabi, Malayalam, Tamil, and Telugu.</p> <p>“Chingari” app was first launched in Google Play Store in November 2018 and later rebranded and redesigned in June 2020.</p> |
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Press Release**Onmobile leads \$13 million investment round in Chingari
Bangalore, April 1st 2021**

OnMobile Global Limited ("OnMobile"), the global leader in mobile entertainment, and Chingari, India's homegrown short-form video app announced today that OnMobile has led a \$13 Million round in Chingari.

This investment will allow Chingari to accelerate its growth from 56 Million users to over 100 million users. As part of the deal, OnMobile will integrate and distribute its direct-to-consumer gaming platform, ONMO, on the Chingari app and collaborate on other mobile product integrations to serve millions of users. Chingari will use the funds to enhance its content portfolio, hire top talent and accelerate its growing user base.

Other investors who participated in this round include Republic Labs US, Astarc Ventures, White Star Capital, India TV (Rajat Sharma), JPIN Venture Catalysts Ltd, ProfitBoard Ventures, and some large family office funds from the UK. Earlier last year Chingari had raised \$1.4 Million from a series of Angels, including Jasminder Gulati, FJ Labs (Fabrice Grinda), Angelist, Utsav Somani's iSeed, Village Global, and Blume Founders Fund.

Commenting on this investment, François-Charles Sirois, Executive Chairman of OnMobile, said, "We are very excited about this investment and partnership bringing millions of users to the new ONMO gaming service while providing immediate business value and increased user reach for both companies"

Krish Seshadri, CEO of OnMobile, said "The Chingari team has built a terrific product with great user retention and growth. ONMO gaming's short format challenges and Chingari's short-form videos complement each other well"

"We couldn't have hoped for a better partner than OnMobile to help Chingari embody its vision and become a content super media app for Bharat, and help engage a billion Indians. With our visions aligned, this partnership promises to be a winning collaboration.", said Sumit Ghosh, Co-Founder & CEO of Chingari.

"We are thrilled to have Krish Seshadri join our board at Chingari. His vast business experience and working on mobile & social products will add



great value to the team," said Aditya Kothari, Co-Founder & Chief Strategy Officer of Chingari.

About Chingari

Chingari that started as a short-form video app, has now positioned itself as a Content media super app for Bharat. Chingari not only offers short-form videos, but has carved its niche by also introducing Chingari Multiplex, and the first one in India to introduce Social Video Commerce. Now, With the strategic partnership of OnMobile Chingari would also be introducing gaming within the app.

About OnMobile

OnMobile [NSE India: ONMOBILE] [BSE Ltd: 532944], is a global leader in mobile entertainment. Headquartered in Bangalore, India and with offices globally, OnMobile offers a wide array of products such as Videos, Tones, Games & Contests. OnMobile has an addressable base of more than 1.68 billion mobile users and over 100 million active subscribers across several geographies based on current deployments. For further information, please visit www.onmobile.com For media queries, please contact: pr@onmobile.com