



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](http://www.onmobile.com)

May 16, 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 launches Gamize, its first-ever SaaS-based Gamification Platform for Brands across Industries”. 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 launches Gamize, its first-ever SaaS-based Gamification Platform for Brands across Industries!**

**Bengaluru 16, May 2023**

OnMobile Global, a leader in cutting-edge mobile gaming and entertainment, has launched its first-ever SaaS-based gamification platform for brands across industries, called Gamize, as a critical step in the transformation journey for its global business in this new fiscal, with Banglalink as its first partner.

Gamize, a SaaS-based Gamification platform, will provide completely customizable, industry-agnostic solutions for acquiring, engaging and retaining users for a brand's website or app. Where sustaining customer loyalty in today's highly competitive markets is a challenge, and decreasing customer acquisition costs and reducing churn are obstacles in every business; Gamize intends to leverage the natural tendencies of people for competition, achievement, and getting rewarded by modifying user behaviour with gamification techniques helping customers nudge the user to complete or perform activities which are meaningful to them while rewarding such behaviours.

The platform also uses methods via gamification to help customers increase users through referrals which helps keep customer acquisition costs lower. Gamize is built on a strong product platform which enables customers to deploy in a couple of days with out-of-the-box integrations and develop and launch campaigns in a few minutes rather than weeks. Gamize will bring a robust partner ecosystem to OnMobile with not just Enterprise customers but even SMBs, which allows them to leverage digital transformation modules and OnMobile's Global presence to help grow their business across the globe.

Sanjay Baweja, MD and Global CEO of OnMobile Global said, "With over 20 years of experience and credibility in working with Telcos, we are now diversifying our portfolio with Gamize and aim to extend our gamification platform to over 500 enterprises and top brands across industries by 2025. With Gamize, we intend to help enterprises drive acquisition, engagement and user retention with a customized strategy. We thank Banglalink for their trust in Gamize, which was used in the revamp project of their MyBL app."

Mohit Kapoor, Digital Business Director of Banglalink, said, "Banglalink and OnMobile revolutionize app engagement with MyBL SuperApp, featuring gamification through the Gamize Module. It's fun, rewarding, and sets a new industry standard, captivating users and boosting engagement. Customizable UI/UX ensures a seamless and user-friendly experience."

### **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 digital products such as Videos, Tones, & Contests. Based on current deployments, OnMobile has over 83 million monthly users globally. For further information, please visit [www.onmobile.com](http://www.onmobile.com).

**For media queries, please contact:**  
[pr@onmobile.com](mailto:pr@onmobile.com)