

OnMobile's ringback tone product hits record milestone

Bangalore, India – 24 February, 2015: OnMobile Global Limited (“OnMobile”) is proud to announce that its signature Ringback Tone product (RBT) now reaches 60 million mobile customers worldwide and delivers approximately 500 million music plays daily. This impressive milestone underscores the growth momentum of one of the principal offerings of the company, and affirms the leadership posture of OnMobile in the mobile music space.

OnMobile's RBT is currently deployed across 41 countries through more than 60 top-tier global telecommunications operators. In the last fiscal year, OnMobile added three new markets - Qatar, Nigeria and Mozambique - to its already strong list of geographies where it is present, and proceeded with 9 new deployments.

Mr. Rajiv Pancholy, Managing Director and Chief Executive Officer, OnMobile Global Limited, said: “We are delighted to achieve this new threshold of performance, which exemplifies the appeal of RBT for mobile customers wishing to personalize the calling experience of their friends, family and contacts. Thanks to features that allow music search, discovery and download, they can express themselves and connect with their callers before being actually connected!”

Ringback Tones, which can be customized to include music, special messages or various sounds, are the audible indications that are heard on telephone lines by callers while they wait for their call to be answered. According to [Statistica](#), consumers are expected to spend more than US\$1.4 billion in 2015 on music personalization services, including ringtones and RBT.

About OnMobile

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, and with offices in all regions of the world, delivers millions of music plays daily to mobile customers worldwide. Based on current deployments, OnMobile has the potential to reach more than 1.1 billion mobile users across several geographies. For further information, please visit www.onmobile.com.

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