



**CAMBRIDGE  
TECHNOLOGY ENTERPRISES**

Dt. 7<sup>th</sup> April, 2016

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Dear Sir,

**Sub: Press Release**

**Ref.: BSE Scrip Code: 532801, NSE Code CTE**

With reference to the above please find attached herewith the certified copy of press release dt. 6<sup>th</sup> April, 2016 captioned "Cambridge Innovations Invests in Ourly.help – U.S. based service-learning company for kids to accelerate its technology roadmap and market reach".

Thanking you,

Yours faithfully,

For Cambridge Technology Enterprises Limited

Dharani Raghurama Swaroop  
Whole-Time Director



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## Cambridge Innovations Invests in Ourly.help

*U.S. based service-learning company for kids to accelerate its technology roadmap and market reach*

**Boston, April 7, 2016** - Cambridge Innovations (CI), a leading investment and technology platform that is pioneering how transformative companies grow, today announced an investment in Ourly.help, the only service platform for kids to learn about money and earn money from those they know.

Cambridge Innovations has partnered with Ourly.help to develop its state-of-the-art technology platform and help increase its user base of children and parents in new markets. Ourly.help is the latest addition to CI's expanding investment portfolio of companies which includes RoadZen, Causemo, Authess, MyCrowd and Anthill Ventures. Seeking to invest in startups that leverage the power of big data and cloud, CI has recognized the potential of Ourly.help to disrupt the way 43 million U.S. teens and tweens learn to earn money from their parents, friends and community. The startup has created an auto-renewing 8-week program that gives to children personal and professional skills and to parents the transparency and means to empower their kids with real-world, financial know-how.


"Cambridge Innovations brings not only the financial backing needed to help us change the way children perform service learning. The CI team also has invaluable technical understanding and capabilities that will extend our reach and enhance our offerings to users, said John Malone, CEO of Ourly.help. "36 U.S. communities asked to engage in our pilot program; this exceeded expected participation by 620 percent. Clearly, a new model of helping parents help their children learn and earn money is needed. We are pleased that CI recognizes the market need and will help us achieve our vision."

Commenting on the recent investment, Aashish Kalra, Chairman of CTE said, "We are delighted to partner with Ourly.help. In the U.S. alone, teens spend an average of \$5,000 a year of their parents' money. Ourly.help wants to create a better way for children to share in the work required for those earnings, as well as to begin developing the professional capabilities needed for life. We look forward to Ourly.help's accelerated success based on strong technology expertise and deep insight into its target market."

### **About Cambridge Innovations:**

For seed and growth-stage entrepreneurs seeking rapid growth, Cambridge Innovations provides capital and resources to reduce technology risk. Founded by experienced entrepreneurs, CI partners closely with entrepreneurs, reducing capital risk and accelerating the technology roadmap. With some of the world's most experienced strategy and development teams, entrepreneurs gain more time to shape and sell their vision and get to a better Series A faster. Learn more at [www.c7e.io](http://www.c7e.io). CI is launched by Cambridge Technology Enterprises (NSE: CTE; BSE: 532801), a technology services leader focused on the convergence of big data and cloud.

For Cambridge Technology Enterprises Ltd.

  
Dharani Raghurama Swaroop  
Whole-Time Director



**About Cambridge Technology Enterprises:**

Cambridge Technology Enterprises Ltd (CTE) is an IT services leader focused on the convergence of big data and cloud. Recognized as a thought leader and innovator of enterprise solutions, CTE focuses on cloud application development and management, data warehousing, business intelligence (BI) and analytics on the cloud. Through designing and implementing enterprise IT strategies that leverage the cloud's capabilities, CTE's end-to-end services enable its customers to harness the data available to them. Its expertise across domains makes CTE a preferred choice for IT Strategy and Implementation to its customers. For more information, visit [www.ctepl.com](http://www.ctepl.com) or follow [@CTEofficial](https://twitter.com/CTEofficial) on twitter.

**About Ourly.help:**

[Ourly.help](http://www.ourly.help) is the world's fastest, easiest, and most thoughtful way to get kids working for what they want. The online platform teaches kids to learn about, and earn, money within their surrounding environment through a self-paced mobile platform – providing kids with experiences that will enable them to gain valuable life skills, both professional and personal. When an "Ourly Kid" signs up, they make an agreement with their parents that they're going to commit to the program, working to earn money through mutually agreed upon tasks and chores. Users simply pick their plan, schedule and payment options, and Ourly.help takes care of the rest. In addition to financial compensation for their time, Ourly Kids receive a resume and professional references – helping to jumpstart their professional life after high school. For more information, or to sign up, visit: [www.ourly.help/](http://www.ourly.help/). Connect with Ourly.help by visiting our [Facebook](#) and [Instagram](#) pages.

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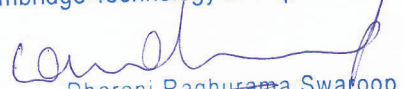
**Related Links**

<http://www.c7e.co>

<http://www.c7e.io>

<http://www.ourly.help/>

For Cambridge Technology Enterprises Ltd.

  
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