



ONMOBILE GLOBAL LIMITED  
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November 15, 2017

To,

The Secretary  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai-400 001  
**BSE Symbol: 532944**

The Secretary  
**National Stock Exchange of India Limited**  
Bandra Kurla Complex  
Bandra East  
Mumbai – 400 051  
**NSE Symbol : ONMOBILE**

Dear Sirs,

**Subject: OnMobile's consumer brand "ONMO" sweeps *Transform Awards* in New York with 5 wins - Press Release**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby disclose that ONMO, the sound based communication brand of OnMobile Global Limited, swept the *Transform Awards North America 2017* with 5 wins including the *Best Overall Visual Identity*.

A Press release to this extent is being issued by the Company, copy of which is attached herewith.

kindly take the same on record.

Thanking you,

Yours Sincerely,  
For OnMobile Global Limited

P.V. Varaprasad  
Company Secretary

Encl: a/a

## **OnMobile's consumer brand "ONMO" sweeps *Transform Awards* in New York with 5 wins**

Bengaluru, November 15, 2017: ONMO, the sound based communication brand of OnMobile Global Limited, swept the *Transform Awards North America 2017* with 5 wins including the *Best Overall Visual Identity*. Hosted by Transform Magazine, the awards recognize excellence in rebranding, brand development and the journey brands make.

Apart from winning the *Best Overall Visual Identity*, ONMO got 2 Golds in *Best Naming Strategy* and *Best Visual Identity In The Technology, Media And Telecommunications Sector*. ONMO also won 2 Silvers in *Best Use Of Audio Branding* and *Best Creative Strategy*.

OnMobile's consumer brand, ONMO, was awarded for bringing a revitalized identity to the telecom landscape through a fusion of energetic audio and visual elements.

Speaking of the wins, François-Charles Sirois, Chairman & CEO - OnMobile Global Limited said, "We are very pleased with ONMO's recognition at the *Transform Awards North America 2017*. These awards confirm the excellent work that has been done and our ambition to continue our pursuit in pushing the boundaries in mobile sound. ONMO aims to provide a richer and more meaningful way for consumers around the globe to express themselves and connect through sound. ONMO's journey has had a good outset in the United States as of yet and we are looking forward to its imminent launch in other parts of the world"

Christina Falzano, Managing Director, Brand Union, said, “Working with OnMobile to create the ONMO brand has been an incredibly rewarding experience for Brand Union. Not only do we believe in the product, but our client partners were willing to explore and push boundaries within the category. We can’t wait to see what they unveil next.”

*The Transform Awards North America* were announced on November 2<sup>nd</sup>, 2017 held in an event in New York, which saw a gathering of acclaimed branding professionals from all corners of the region.

About OnMobile:

OnMobile [NSE India: ONMOBILE], headquartered in Bangalore, India, and with offices in all regions of the world, delivers over 575 million music plays daily to mobile customers worldwide. Based on current deployments, OnMobile has an addressable base of more than 1.5 billion mobile users across several geographies.

For further information, please visit [www.onmobile.com](http://www.onmobile.com)