

onmobile

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September 27, 2018

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 Sir/ Madam,

Sub: Intimation of Press Release

This is to inform you that OnMobile Global Limited is issuing a press release titled “OnMobile taps into bKash's mobile wallet for growth”, 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. Venuprasad

P V Varaprasad
Company Secretary



Encl: as above



OnMobile taps into bKash's mobile wallet for growth

OnMobile looks at revenue opportunities in the Mobile Financial Services space.

BENGALURU, September 27th, 2018 - OnMobile Global Limited announced a strategic partnership with bKash Limited, the largest Mobile Financial Services (MFS) provider in Bangladesh, facilitating its customers to purchase premium mobile entertainment contents from OnMobile platform through bKash.

Having around 30 million registered customers, bKash offers services like Cash In and Cash Out, Person to Person Fund Transfer, Merchant Payment, Inward International Remittances, Salary Payment and Buy Airtime.

OnMobile Global Limited shall leverage bKash's large consumer base to build and manage an all-encompassing & enriching mobile entertainment ecosystem, which is untapped so far and offers a high growth potential. The partnership will enable OnMobile to expand its service offerings beyond telecom users by enabling premium mobile entertainment services that are completely absent today in Bangladesh.

Talking about the strategic partnership, Mizanur Rashid, Chief Commercial Officer of bKash said "We are extremely excited about our strategic partnership with OnMobile. We believe that there is a huge demand for high quality & rich contents which are currently untapped in the mobile entertainment space, and OnMobile as a global leader in mobile entertainment has the required expertise to leverage this untapped opportunity"

"Our strategic partnership with bKash to build and manage the mobile entertainment ecosystem is a big milestone for OnMobile as it reiterates the trust and credibility we have built over the years amongst our partners in Bangladesh. We are confident that this partnership will usher in a new era of high-quality on-the-go mobile entertainment for bKash users." Said Sanjay Bhambri, President & Chief Operating Officer - India, Asia, Middle East & Africa, OnMobile Global.

About OnMobile:

OnMobile [NSE India: ONMOBILE] [BSE Ltd: 532944], 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



About bKash:

Launched in 2011, bKash, a joint venture of BRAC Bank, US-based Money in Motion, International Finance Corporation of World Bank Group, Bill and Melinda Gates Foundation and Ant Financial (Ali Pay), an affiliate of globally reputed Alibaba Group, offers broad range of mobile financial services to the common people of Bangladesh.

For further information, please visit www.bkash.com

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