



OnMobile strengthens partnership with Robi Axiata Limited in Bangladesh

Bangalore, 09 July, 2014: OnMobile Global Limited, a global leader in mobile services, today announced that it has signed an agreement with Robi (part of the Axiata Group) in Bangladesh to deploy various RingBack Tone and Interactive Voice Response solutions. OnMobile has recently started managing the RingBack Tone Service for Robi and will leverage that partnership to deploy more features and introduce new innovations beginning with its popular Reverse RingBack Tones service.

Robi is the 3rd largest mobile operator in Bangladesh with 24 million subscribers and has 21% market share with a savvy subscriber base having high ARPU. With this deployment, OnMobile will power more than 68% of the RBT base in Bangladesh and have relationships with all operators in the country, becoming the provider of choice for these services.

Sanjay Bhambri, Chief Commercial Officer, OnMobile Global said, "We are glad to strengthen our partnership with Robi. With this migration, Robi has moved away from using their existing platform for providing RBT services and will use OnMobile's managed solutions model. This win is the result of detailed planning and discussions over the last 5 years and is an important one for us. It not only builds popularity of OnMobile's RBT suite of services in Bangladesh, it underscores once again why discerning customers choose OnMobile over competing solutions."

"OnMobile has been instrumental in ensuring that our subscribers get the best RBT experience by deploying services through their platform with a lot of innovative features. This partnership has substantial advantages for us as it will enable us to centralise our services. We are also planning the imminent launch of OnMobile's popular Inter Operator Press * to Copy feature, an added benefit which will be an attractive feature amongst our subscribers" said Mohammed Samir Zoha, Vice President, VAS & International Business from Robi.

This deal has been signed for an initial term of 5 years and will provide OnMobile an opportunity to expand its relationship with Robi during this time.

About OnMobile

OnMobile [NSE India: ONMOBILE], is headquartered in Bangalore, India, and serves customers in 59 countries on 5 continents. Founded in 2000, it is a global leader in the delivery of high quality Value Added Services, which are used by many of the best known mobile operators to provide information, entertainment, and personalization services to their customers. In the past one year, OnMobile has steadily grown its global footprint with the addition of marquis customers in Africa and North America. For further information, please visit www.onmobile.com

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