

PRESS RELEASE



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FOR IMMEDIATE RELEASE

Smartphone Markets, App Store Models & SMB Solutions Dominate 10th Delhi Mobile Monday

New Delhi, 19 July 2010: The Mobile Monday (MoMo) hosted by One97 Communications brought together mobile enthusiasts, developers, VC's, entrepreneurs, service providers among others. The theme of the event was Device OEMs and eco-system and the discussions at the day-long event threw up some interesting perspectives. Some of the key points of the discussion included:

- The race between Smartphones and feature phones is heating up the market. The killer feature of Smartphones is really the price point.
- New chipsets are being released for Android 2.1 at lower price ranger.
- Niche devices like Peek have taken a different approach to the market by focusing on a niche like Email. Being positioned as an email device for SMB's gives Peek phones an advantage in the market.
- Samsung BADA was able to achieve a target of one million devices in less than a month riding on the high-end phone wave. It is targeting 10 million devices in the next few months. The company has also launched a bold new developer program, where the billings via the operator channel are available. BADA has a bold vision of Smartphone for all.
- Challenges for Android and other non-Apple app stores include very low penetration of paid apps. There are very few applications, which are monetized. There are a lot of applications but very little revenue. Apple is the only company to have an app store that makes money.

Speakers and panelists at the event included:

- Vijay Shekhar Sharma, One97 Communications Ltd
- Rajiv Kumar, RockeTalk
- Karthik Srinivasan, Samsung
- Rohit Arora, Lemon Mobile

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- Mohit Gundecha, Mig33
- Nikhil Pahwa, Medianama (Moderator).

About Mobile Monday (MoMo)

Mobile Monday is a community of mobile professionals. This open community promotes the mobile industry and fosters cooperation and networking among people in the industry and their companies by providing opportunities for personal and virtual contacts. The event, which brings together mobile enthusiasts, technology entrepreneurs, venture capitalists, technology experts, content providers and other stakeholders in the mobile value chain. Momo's sole objective is to nurture a community of mobile enthusiast in order to facilitate innovation in mobile technologies. Event link: <http://momodelhi10.eventbrite.com>

About One97 Communications Ltd.

One97 Communications Limited is India's leading Mobile Value Added Service Company. One97's Innovative mobile content, messaging, commerce services and made-to-order network applications offer new revenue streams to telecom operators. Working closely with service providers and enterprises, it offers customer lifecycle management and mobile marketing to enhance their profitability. Championing speed of delivery, One97 thrives on its widely deployed telecom applications service platform to deliver scalable, flexible and customized services. Funded by Intel Capital (Mauritius) Limited, SAIF and SVB India Capital Partners. One97 also invests and incubates new mobile technologies start-ups. For more information about One97 please go to www.one97.com.

"One97 Communications Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a draft red herring prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on SEBI website at www.sebi.gov.in as well as on the websites of the book running lead managers at www.idfccapital.com and www.avendus.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the aforementioned offer document."

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