



About MoMagic

Set up in the year 2011 and headquartered in NCR, MoMagic is a leading Online and Offline mobile digital marketing company based on data driven technology to help our Business Partners acquire Quality Users and drive Effective Revenue Growth. The Company has a unique 360-degree user-insight intelligent technology to understand and to predict user behavior with 24/7 constant optimization on user acquisition and boosting business revenue.

MoMagic is equipped with an advantageous position to access massive user base and potentially to reach huge data pool in Asia powered by our Big Data Technology towards AI Marketing Capability.

MoMagic has unique acquisition channels and works in all the widely used mobile *platforms, through all 3-core channels of reach to the consumer: Factory Level Preloads, Retail Offline Stores and OTA -Online User Acquisition Platform*. Has key OEMs, E Commerce, SMEs- Startups as clients and is strategically aligned with end customer in feature/smart phone segment.

Positioned as a key player in the Mobile Internet and App ecosystem and ***India's number 1 offline user acquisition platform***, MoMagic with strategic investments by MediaTek and Foxconn, has been consistently innovating-developing own products- applications- services to cater to mobile users of every segment and is set for aggressive expansion.

MoMagic won the Service Excellence Award in the category of Mobile App service by ASSOCHAM 2017, IT and ITS Business of the Year 2017 award by Franchise India -Entrepreneur and TIME NOW and the "Fastest Growing Mobile Internet Company in India award in the year 2015 by CMAI.

CEO and Founder: Arun Gupta Profile

Arun Gupta, the Founder and CEO of MoMagic is a technology veteran turned first generation serial entrepreneur, with 25+ years of experience and multiple patents to his credit, while donning the hat of Director MediaTek, for close to a decade.

Arun Gupta is credited with being the architect of the 1st version of MediaTek handset MMI. Under his visionary leadership, MoMagic has achieved a significant market share of the Mobile Internet market in India, within a short span of 5+ years. His expansive experience and profound knowledge base in Product Development and Mobile Technology ensures that MoMagic offers a business edge to its partners.