



MoMagic reaches out to 90M USERS in India

- 75M FP and SP USERS through OEMs
- 3M SP USERS through offline
- 12M SP USERS through OTA

New Delhi, August 29, 2015: MoMagic Technologies, which works across all the widely used mobile platforms and in the area of mobile Internet services, offers innovative and analytically driven solutions to enterprises and ecommerce players who are targeting mobile as a key tool for connect with consumers for business and communication.

The 24/7 technologically and analytically driven services across all the 3 KEY channels (OEMs, Offline and OTA) of reach to the end customer, reveals certain key trends, for the Indian App Ecosystem, enlisted below for the period of January to August 2015 by the MoMagic business and analytics team.

Indian App Ecosystem: Key Trends:

1. 15% -18% month on month growth in App Installation
2. 43% of the app installation in mobiles priced between 5000 to 10,000
3. 64% installations on TOP 5 Indian-Chinese brands and 36% on Global TOP 5 brands
4. Tier II Cities showing more appetite for growth and potential of further penetration
5. Games, Social Networking, Entertainment are the 3 most in demand APPs in Tier II Cities with Utility catching up fast

The data and trends are based on MoMagic reach to 100M Users.

Arun Gupta, CEO and Founder MoMagic Technologies said, "an important trend which the data showcases is that we have managed to register 98% activation and 80% retention within 1 week, an important indicator that for online penetration an offline network is important, especially in the Indian context and keeping the Tier II and Tier III cities in mind."

He further added, "2 key reasons for better results with offline is: lower Internet penetration, network issues and lack of awareness and understanding amongst the end customer especially in the next rung of cities, where there is a clear need for one-on-one interface and explanation."

With the handset market accelerating at the rate of 25% to 30% for India, MoMagic Technologies aims to have 12M new USER acquisitions in the FY 2015-16 through offline channel. Having registered a remarkable 300% y-o-y growth in revenue for FY 2014-2015 and worked on more 200M handsets in past 55 months, the company believes that the India App Ecosystem and M Commerce will play a significant role in the Digital India and Make in India Initiatives of the Government of India.

About MoMagic Technologies:

MoMagic Technologies Pvt. Ltd. is a technology company headquartered in NCR, India. Set up in the year 2011, MoMagic presently operates across 5 markets in South East Asia. Emerging, as a key player in the Mobile App Ecosystem, the company works in all the widely used mobile platforms: Android, Java, iOS and MRE (MediaTek's Platform) for which it's also the licensee for India and mobile Internet services. The company has been consistently innovating and developing more and more enhanced services and applications that can cater to mobile users of every segment.

MoMagic being one of the early entrants in the app ecosystem understands the market well and ensures to be a revenue generator for its partner organizations spread across OEMs and E Commerce players / Startups including Production and Gaming houses. MoMagic is also very strategically aligned with the end customer and offers varied options of value added service to choose from both in feature and smart phone category.

MoMagic presently holds a significant share of online and offline distribution of mobile application in India.

Vision and Philosophy: To be amongst the key players in the App Ecosystem in Asia in the next 5 years and recognition as an innovative technology player globally. Believes in business with integrity and passion with emphasis on innovation and intrapreneurship.
