



OnMobile enters into partnership with Bharti Airtel to power games on Thanks app

BENGALURU, OCTOBER 21st, 2019 - The festival of light, sweets and gifts i.e. Diwali is coming and to brighten it up more, OnMobile Global Limited, the global leader in mobile entertainment, announces its partnership with Bharti Airtel Limited ("Airtel"), India's largest telecommunications services provider, to launch a Diwali gaming solution for Airtel Thanks app users. It will be part of the Airtel Diwali Mahotsava during this festive season and will go live from 20th October 2019 until 3rd November 2019.

The gaming solution consists of engaging games like Tombola, Spin the Wheel, daily trivia-based quizzes and more. The users participating in "Airtel Diwali Mahotsava" will kick start the celebration with assured prizes and sweepstakes as soon as they cross a certain level in the game of their choice. Additionally, they can also redeem their points after achieving a milestone or they can choose to accumulate Airtel reward points to get to the next one.

Airtel Thanks app users playing the Diwali games can enjoy irresistible gifts and festive coupons across various categories. Users will also have a golden opportunity to be the daily sweepstake winner. With Spin the Wheel, a user can win grand giveaways like iPhone11, Fossil Smart Watches, Mi TVs etc and by scoring the reward points users will get a chance to win a brand-new Hyundai Verna car, MI TV, wireless headphones etc.

"The Indian gaming industry is witnessing a commercial upsurge due to availability of faster internet and affordable smartphones. We are excited to partner with Airtel to launch our gaming solution for the Airtel Diwali Mahotsava. It reinforces our commitment to provide a smarter gaming experience to the Airtel consumer," said Sanjay Bhambri, President & Chief Operating Officer, OnMobile Global Limited.

"OnMobile with its gaming solutions is creating a premium experience within Airtel Thanks app and bringing in carefully curated games for our valued customers. We look forward to strengthening our partnership with OnMobile," said Varun Das, Vice President - Product, Bharti Airtel Limited.

About Bharti Airtel:

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long-distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 403 million customers across its operations at the end of June 2019.

To know more please visit, <http://www.airtel.com/>

**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 1.68 billion mobile users across several geographies.

For further information, please visit www.onmobile.com

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