

AIL/SE/PR/2021-22/04


September 23, 2021

To

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
Scrip Code: 542752	Symbol: AFFLE

Re: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “Affle receives US Patent Grant, significantly strengthening its global tech IP portfolio.”

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited

 

Parmita Choudhury
Company Secretary & Compliance Officer

Encl: As above

Affle (India) Limited

Regd. Office | 102, Wellington Business Park-I, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai – 400059
Communication Office | P 659, 6th floor, Tower C, JMD Megapolis, Sohna Road, Sector – 48, Gurgaon:122018
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Press Release

Affle receives US Patent Grant, significantly strengthening its global tech IP portfolio

September 23, 2021: Affle (India) Limited, a consumer intelligence driven global technology company, announces the grant of a patent from US Patent & Trademark Office (US PTO), bearing Patent no. 11126416 and date of issue as of September 21, 2021. This patent is related to the technology of driving app installations and user interactions during podcasts. This is the 4th US patent granted to Affle, alongwith multiple other patents filed and pending across US, India and Singapore.

This grant fortifies our AI-driven intelligence & automation for conversion-driven marketing spanning the entire consumers' digital journey. This patented technology powers a futuristic use case where the app installations and conversions are not limited to on-screen physical user interactions with ads, but rather goes deep towards gesture-based, voice-intelligence driven interactions within the live streams such as podcasts. Affle has been a front-runner in the field of technology and continues to build on its strengths in the areas of big data, machine learning & advanced deep learning models to deliver conversations and conversions across the connected devices.



Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO of Affle said**, “This patent significantly strengthens our global IP portfolio. We continue to make sustained efforts towards cutting-edge digital technologies that build greater defensibility, provide competitive differentiation and strategic value to our customers. Affle2.0 strategy focuses deeply on enhancing our Vernacular, Voice and Video capabilities which will be the key driver for consumer adoption of smart devices, powering the mobile-first connected ecosystem.”



Closely driving the patents portfolio at Affle, **Charles Yong, the Chief Architect and Technology Officer said**, “Our innovation endeavours are focused on building customer centric technologies that are ahead of the time. With recent industry statistics suggesting continued growth in live streaming and podcast industry accelerated by the Covid-19, this patent will open for us new avenues to deliver differentiated tech proposition to the advertisers globally. We continue to expand the breadth of our IP assets and look forward to driving a sustainable business impact.”

With this, Affle has built a robust patent portfolio with 20 patents across India, US and Singapore. It now has 4 patents granted in the US, while 16 patents are filed and pending. The pending patents

include futuristic use cases of driving vernacular & voice-based intelligence, conversational marketing, app recommendations timeline and ad fraud prevention.

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development, enablement of O2O commerce and through its customer data platform.

Affle (India) Limited successfully completed its IPO in India and now trades on the stock exchanges (BSE: 542752 & NSE: AFFLE). Affle Holdings is the Singapore based promoter for Affle (India) Limited, and its investors include Microsoft, Bennett Coleman & Company (BCCL) amongst others.

For more information visit www.affle.com

For further queries, you may contact - pr@affle.com