

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 Platforms Accredited by IMDA Singapore and Wins ‘Technology Company of the Year’ at MMA Smarties along with 21 other Industry Recognitions.”

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



Press Release

Affle Platforms Accredited by IMDA Singapore and Wins ‘Technology Company of the Year’ at MMA Smarties along with 21 other Industry Recognitions

December 3, 2020: Affle (India) Limited together with its subsidiaries (“Affle”), today announced that its platforms have been accredited under the Accreditation@SG Digital (Accreditation@SGD) programme for the 3rd consecutive time by the Infocomm Media Development Authority of Singapore (IMDA). This was a result of stringent evaluation on various aspects of the company, fortifying Affle’s credentials of following the highest standards in product development, business practices, data security, sustainability, and scalability.

Affle also for the 2nd time in a row won the coveted ‘Enabling Technology Company of the Year’ at the MMA Smarties India 2020 (organized by Mobile Marketing Association). This win came together with 21 other awards for Affle’s innovative mobile advertising campaigns at the prestigious MMA Smarties 2020 and exchange4media’s Maddies 2020. These wins have come for Affle’s MAAS and RevX platforms for powering high impact ROI campaigns of top advertisers like Zivame, Dunzo and Games24x7 across categories such as Programmatic & Machine Learning, Use of Data & Insights, Best App Install Campaign, Multi-Channel Mobile Integration among many others.

Edwin Low, Director of Innovation & Tech Ecosystem, Infocomm Media Development Authority of Singapore said, “We are pleased to renew Affle’s accreditation status. They have a track record of delivering impactful innovation in both the Government and enterprise sector. We look forward to continue working with Affle to explore more innovative use cases by leveraging their technology that will drive towards a personalised citizen and consumer engagement at scale.”

Commenting on these achievements, **Anuj Khanna Sohum, the Chairman, MD and CEO of Affle** said, “Being accredited under the Accreditation@SGD programme is a testament to Affle’s best-in-class processes that go much beyond tech innovation towards the highest levels of business integrity, transparency and sustainability. These credentials will drive enhanced traction for us to go deeper with Government and large enterprise business wins for data-driven audience projects on connected devices and further propel our Affle 2.0 growth strategy. Affle is already actively engaged on six projects with the Singapore government agencies presently. This coupled with consecutive top industry honours inspire us to continue our innovative efforts in creating seamless digital/hyper-personal consumer experiences for organizations globally. I congratulate all Afflers and our partners for these commendable wins.”

Commenting on the award wins, **Anuj Gupta, Chief Revenue Officer at Zivame** said, “We congratulate Affle on the well-deserved award wins for driving Zivame’s innovative mobile app campaigns, as well as winning the ‘Enabling Technology Company of the Year’ award. Reaching the new-age customer does not follow a spray and pray approach and through Affle’s ingenious solutions,

we have been able to significantly scale our mobile advertising ROI. Affle’s RevX Platform with its AI/ML-based algorithms has helped us reach the most relevant users to drive high-value business outcomes which has further strengthened our trust, as we continue to work together.”

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, D2C (An NTT DoCoMo, Dentsu & NTT Advertising JV), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information, visit www.affle.com

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