



## Mauj Mobile acquires Mobango

**Mumbai, August 16, 2010**

Mauj Mobile, a part of People Group and one of India's leading Mobile VAS companies today announced that it has Acquired UK based Mobango, one of the worlds largest independent mobile application and User Generated content store.

With the advent of 3G and availability of feature rich smart phones at low prices in India Mauj expects consumption of data-based services to increase significantly. This deal will allow Mauj provide its partners, in India and abroad, a wider array of applications and content for their customers.

Commenting on this development, Mr. Anupam Mittal, Founder and CEO, People Group said, ". Mauj was founded with a vision of providing compelling content and applications over the mobile Internet. Mobango's acquisition is another step in that direction. Mobango is a pioneer of the rapidly growing Pay Per Download (PPD) business model and is one of the world's largest independent app-store so we are obviously very excited to round off our Applications, Content & Communities offering'

Mr. Fabio Pezzoti, Founder Mobango said, "We are delighted to have concluded the transaction with Mauj Mobile, a leading Mobile VAS company in the fastest growing telecom market in the world. With Mauj and Mobango coming together, customers and partners of both the companies benefit through a broader choice of products and services"

Mobango has customers worldwide across all geographies with a big proportion of customers also from India. Mobango has served over 750 million downloads and currently generates in excess of 300 million downloads per annum to their customers. All the downloads on Mobango are free for the users. Mobango has one of the largest developer communities in the world who upload a large number of mobile applications to its store every single day.

### **About Mauj Mobile:**

Mauj Mobile is a part of the People Group that owns large digital properties like Shaadi.com & Makaan.com. Mauj provides world class mobile internet platforms and content distribution services to Indian and International Telco's and Media companies. It is widely regarded as the pioneer of Mobile Internet in India.

### **About Mobango:**

Mobango is one of the worlds largest independent mobile applications stores and has over 1.5 million Applications, Games and UGC content available globally.

Mobango has a global customer base having served over 700 million downloads globally already with India contributing to 40 per cent of the downloads. Mobango pioneered the PPD (Pay Per Download) business model where developers can promote their applications on the store and generate thousands of downloads.

**About People Group:**

People Group was launched in 2004 to explore opportunities in MERIT businesses – Media, Entertainment, Real-Estate, Internet & Telecom. In a few short years the group has earned the reputation for being one of the most innovative businesses in India, having developed brands such as Shaadi.com, Makaan.com Fropper.com and Mauj Mobile.

People Group has won the Deloitte Fast 500 India Award for 3 consecutive years as well as the Deloitte Fast 500 Asia Award. It is a recipient of the prestigious Red Herring 100 Asia Award and the Emerging India Award held by CNBC. People Group has also been voted as one of the Top 10 marketers in India by Business Today. Investors in People Group include Sequoia Capital, Intel Capital, Silicon Valley Bank and Citibank.