

**Pioneer in global
Mobile Value Added Services (MVAS)
& leader in Emerging Markets**

Investor Presentation

January 2012



1500 million
Market Reach



49 million
RBT Users serviced monthly



10 million
On-Device Portal downloads



115 million
Unique users/ month



15 billion
Calls handled/ month



35 million
Phone Backup downloads



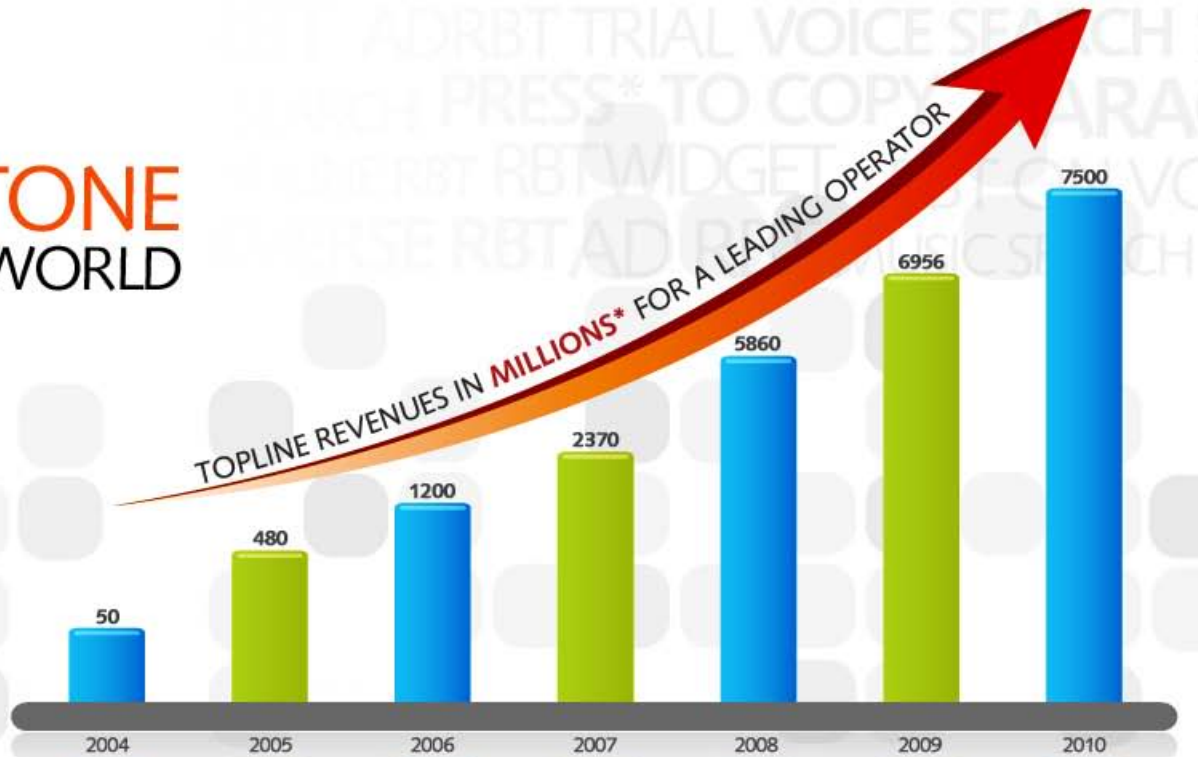
400 million
Video content adaptations



#1 RING BACK TONE PROVIDER IN THE WORLD



TOPLINE REVENUES IN MILLIONS* FOR A LEADING OPERATOR



- 2004: SMS PROVISIONING
- 2005: RBT PERSONALIZATION, REGIONAL LANGUAGE
- 2006: PRESS * TO COPY, CRICKET RBT
- 2007: GIFTING, RECORD MY OWN, KARAOKE
- 2008: CORPORATE TUNES, RETAILER, M-SEARCH, MICROBILLING
- 2009: JUKEBOX, POLLING RBT, GROUP RBT, VIRAL USSD, CHURN MANAGEMENT, SHUFFLE
- 2010: AD RBT, REVERSE RBT, RBT ON VOIP, SONG PACK, SRBT, USER GENERATED RBT, EMOTIONS RBT

* IN INDIAN RUPEES



KARAOPHONE

SING IN THE CONTEST AND SHARE THE FUN
WITH ALL YOUR FRIENDS

facebook

Search

Profile Account

Welcome to Social Karaoke

Suniti, welcome to Social Karaoke Application home page.
Social Karaoke is a revolution application that allows you to select a song and sing along using a telephone.
Once you complete the song, you will be given a score that you can share on your Facebook Wall.
You may also challenge your friends to beat your score.

Excite to try? Let's begin...

[Start Karaoke...](#) (By clicking Start Karaoke, you agree to our [Terms of Use!](#))

Top Scores by Users

1. Suni Shweta - Daddy Cool By BoneyM - Score: 8.95
[Click to beat this score](#)
2. Candyz Hugg - Best It By Michael Jackson - Score: 8.94
[Click to beat this score](#) | [Challenge Your Friends](#) | [Improve Score](#)
3. Anni Khosla - Zinda Dilli By Sonu Nigam/Dibreyy Ghosal - Score 8.87
[Click to beat this score](#)

Your Scores

- | | | |
|---------------------------|------|--|
| Daddy Cool - BoneyM | 8.73 | Publish to Wall Challenge Your Friends Improve Score |
| Best It - Michael Jackson | 8.93 | Publish to Wall Challenge Your Friends Improve Score |

[Try another song...](#)

Events

[Shiv Dutta's birthday](#) [See All](#)

Get Connected

- [Who's on Facebook?](#)
[Find your friends](#)
- [Who's not on Facebook?](#)
[Invite them now](#)
- [Who's here because of you?](#)
[Track your invites](#)
- [Connect on the go](#)
[Try Facebook Mobile](#)



LIVE VIDEO SHARE
THE NEXT BEST THING TO BEING THERE...

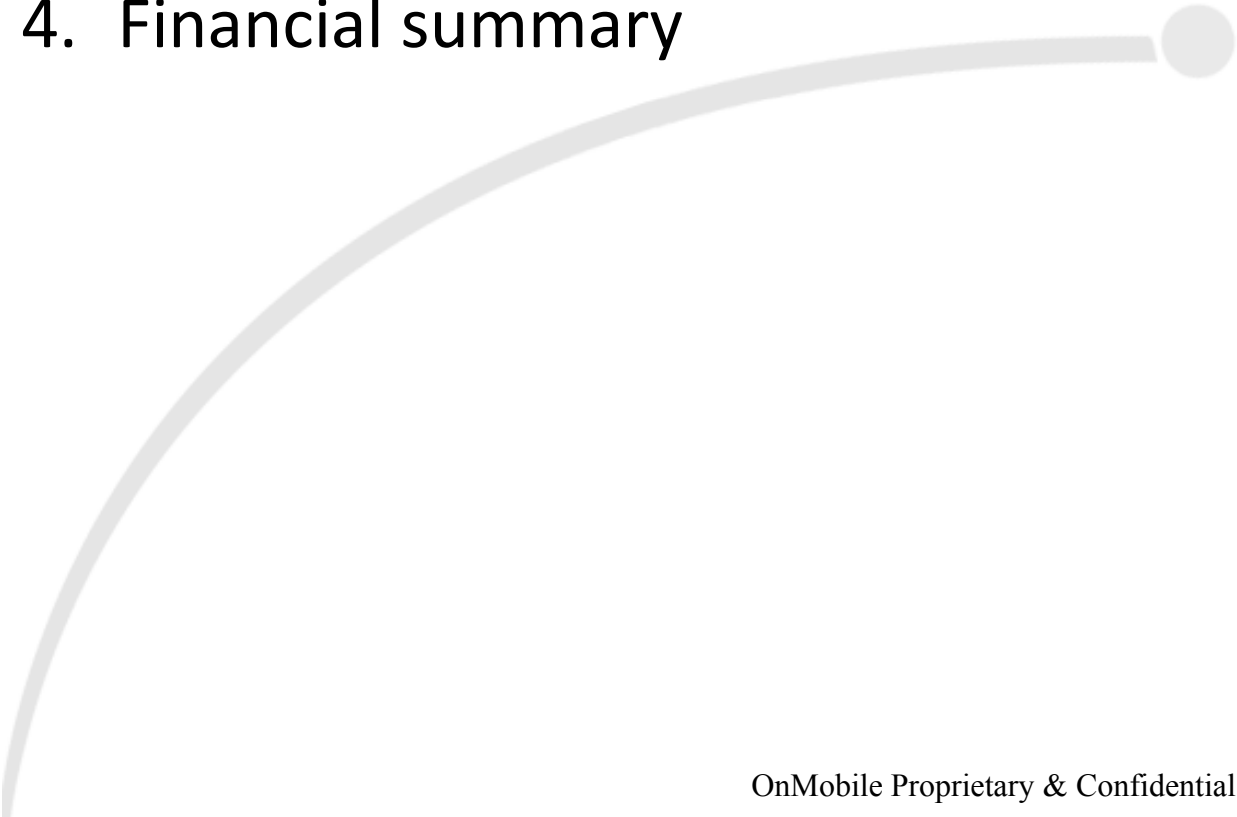
OnMobile

RCS ADDRESS BOOK

A FULLY PERSONAL ENHANCED PHONEBOOK WITH PRESENCE,
MULTI-MEDIA SHARING AND MESSAGING



1. What is MVAS?

2. Introduction to OnMobile
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- 

MVAS = Convergence of 3 giant Industries

Time Warner, EMI, SONY
BBC, Disney, ESPN,
Cricinfo, MTV

Media & Content

TV, Radio, Publishing
Music, Movies, Video,
Print. . .

Internet

Portals, E Commerce
Verticals, P2P, UGC

Yahoo, Google, AOL,
Expedia, Monster, Facebook,
MySpace, Goal.com, Ebay

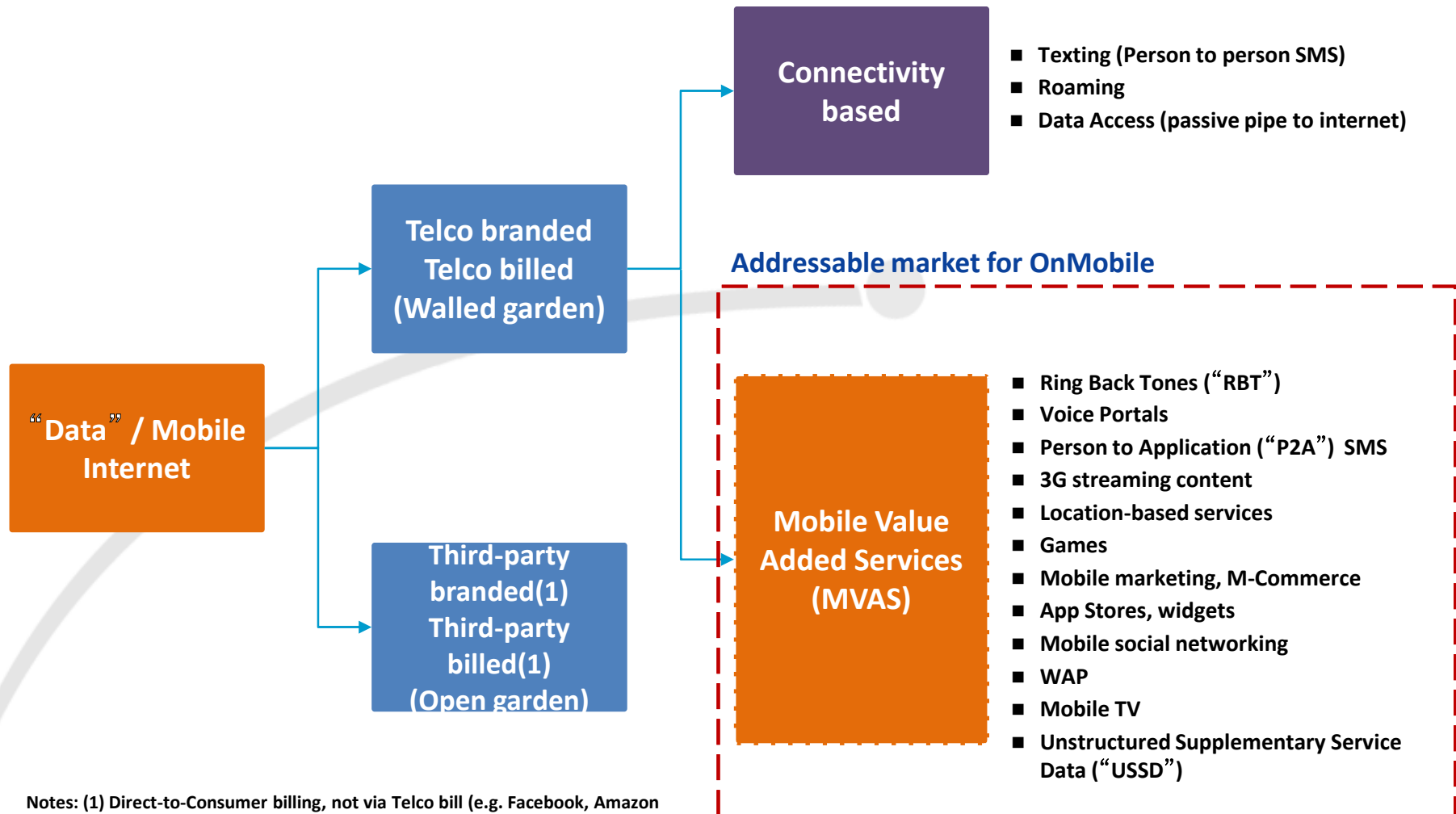
MVAS

Mobile

Handset Manufacturers,
NEP^s, Operators, MVNOs

Nokia, Motorola, Apple, NSN, Ericsson, Huawei, Verizon, AT&T, Vodafone, Airtel, Telefonica, Virgin Mobile, Airtel, Singtel

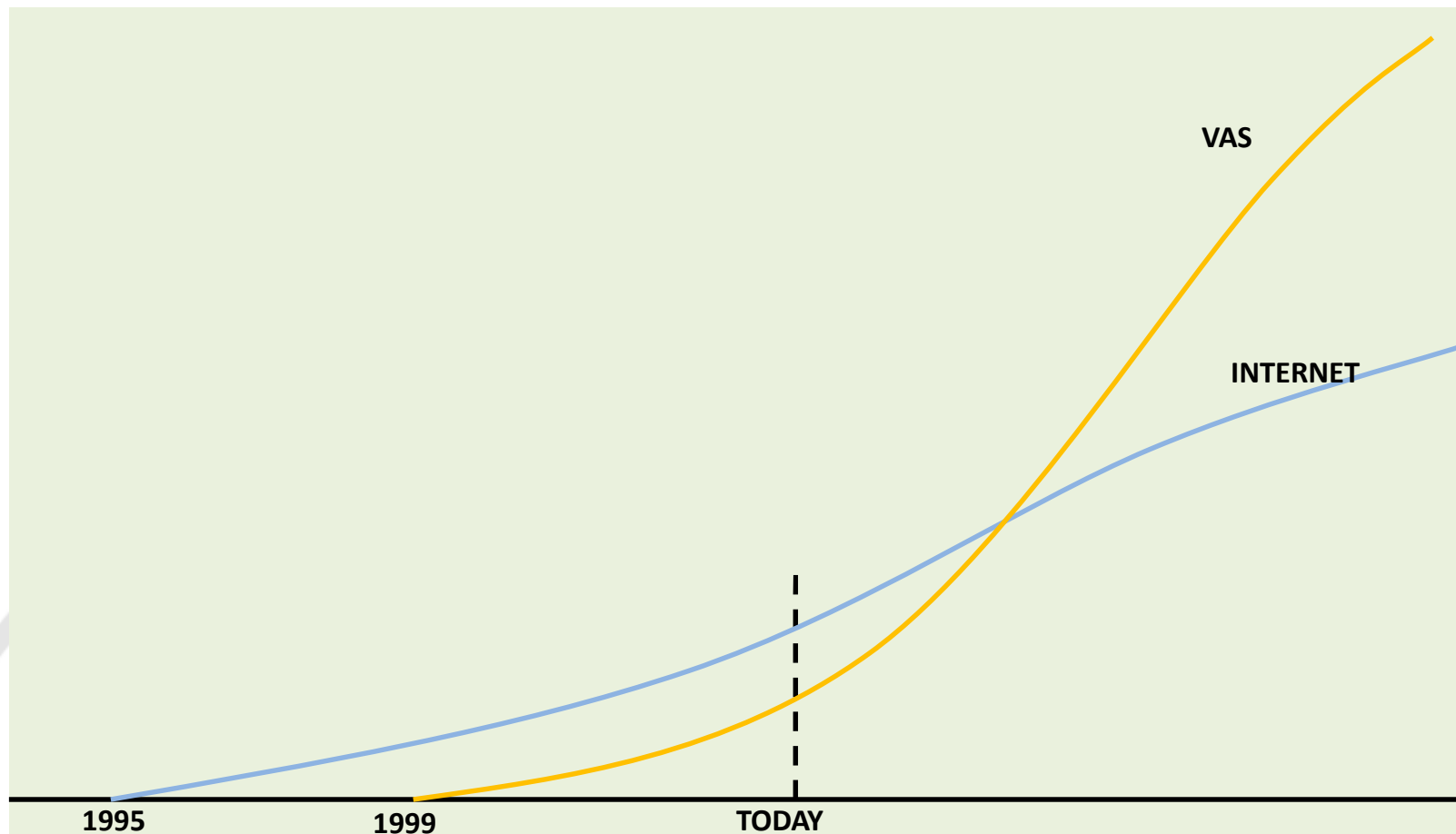
What is the addressable MVAS market?



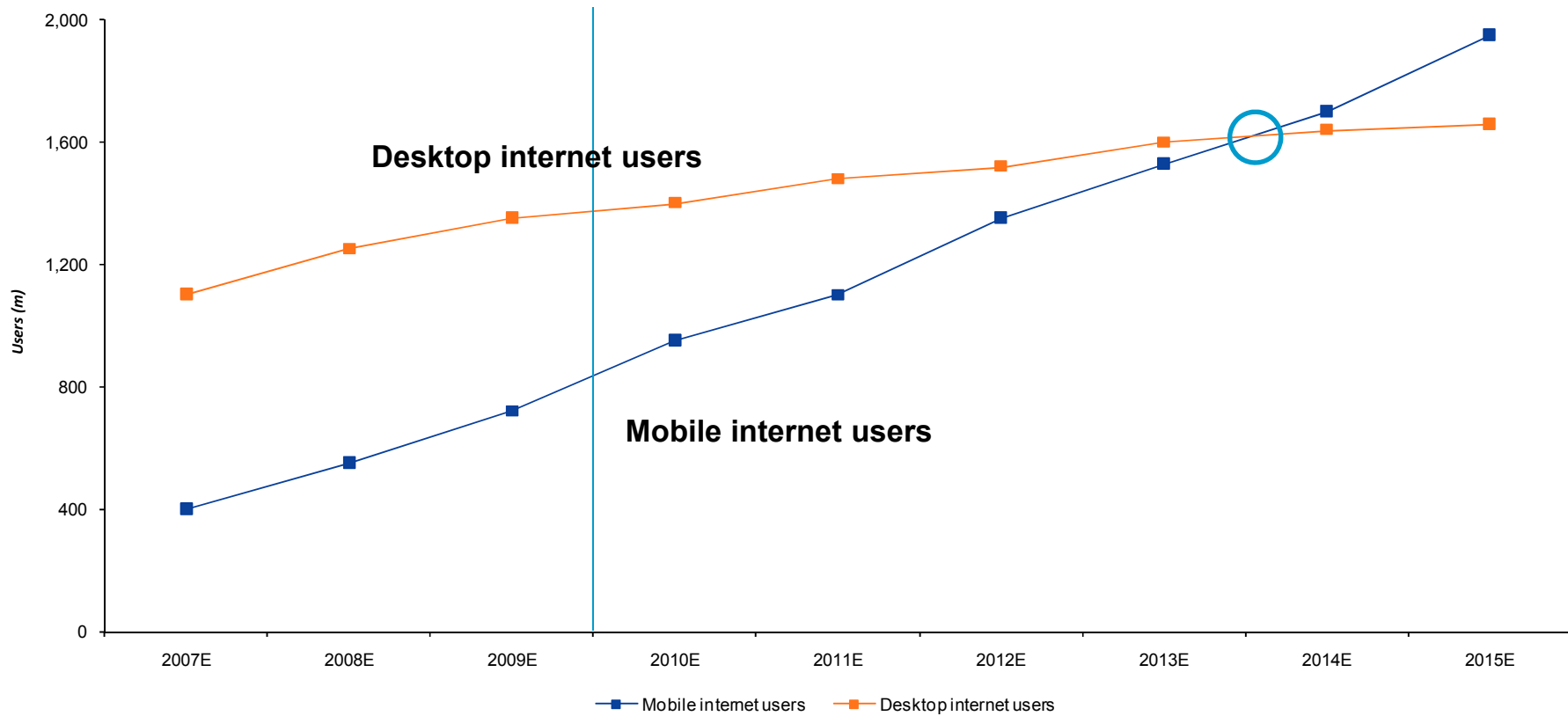
Notes: (1) Direct-to-Consumer billing, not via Telco bill (e.g. Facebook, Amazon on mobile)

MVAS is at an early stage of huge growth

- MVAS trails the net in evolution
- MVAS will be much larger than the net



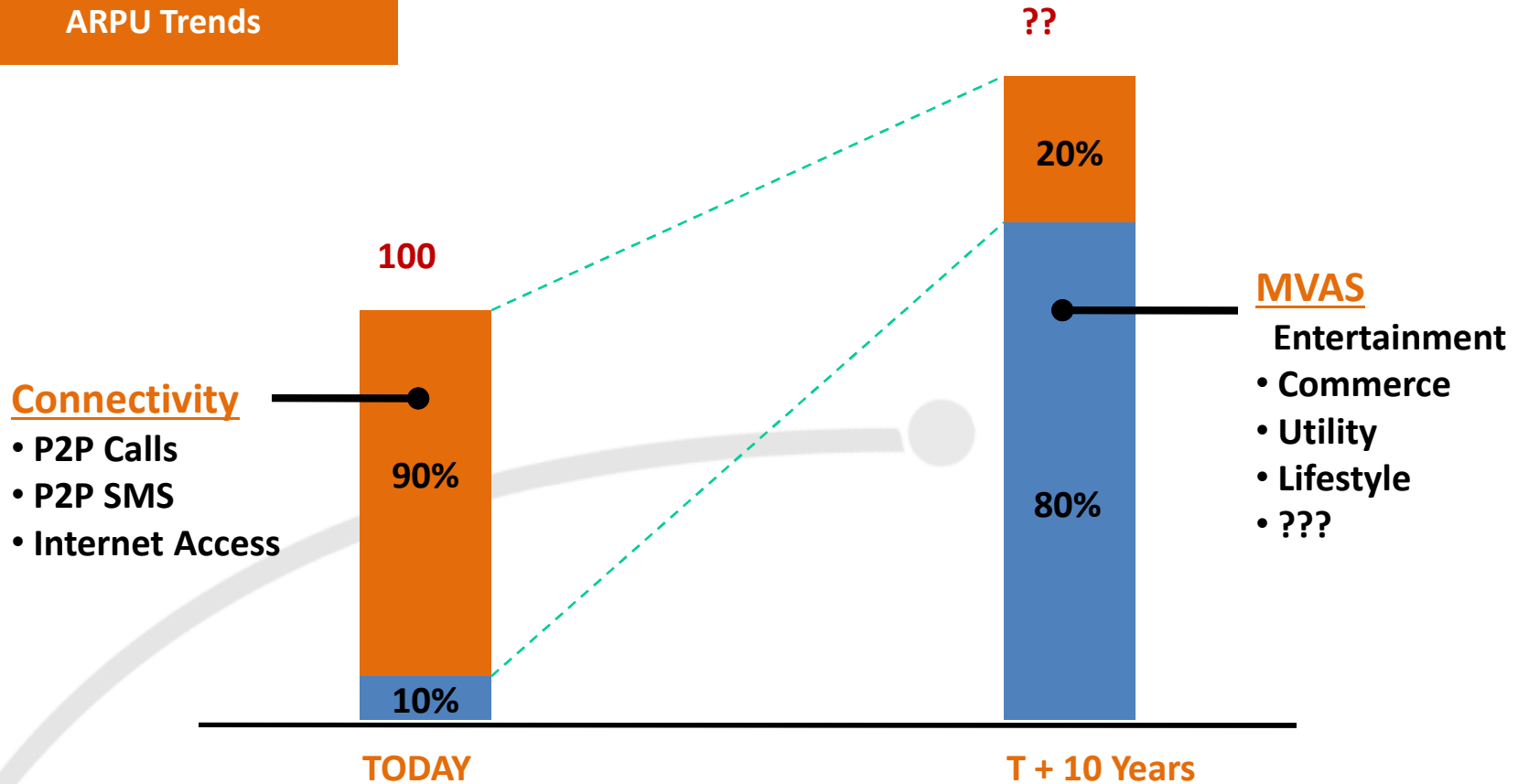
Inflection point is not far away



Source: Morgan Stanley Mary Meeker report, Dec 2009

Seismic shift underway in telecom industry

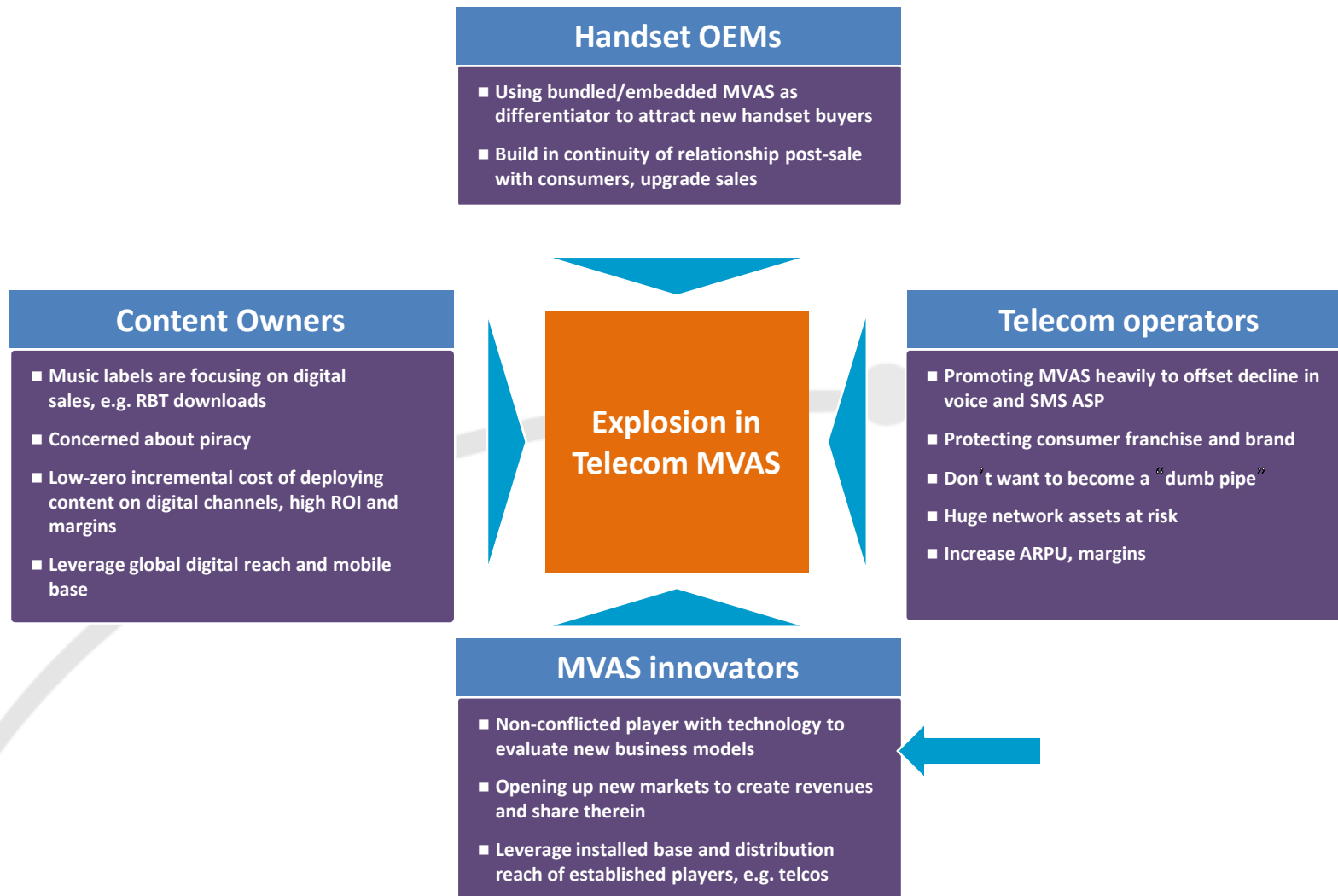
ARPU Trends



Emerging market telcos have taken lead in building out their walled gardens, and are well entrenched to resist threats to their business from Apple, Google, Nokia Ovi, FaceBook, etc

Developed market telcos seem to have given in to being dumb pipes and may be risking long-term survival for short-term gains unless they change their strategy now

Compelling forces driving rapid growth in Telco MVAS



1. What is VAS?

2. Introduction to OnMobile

3. Products & Customers

4. Financial summary

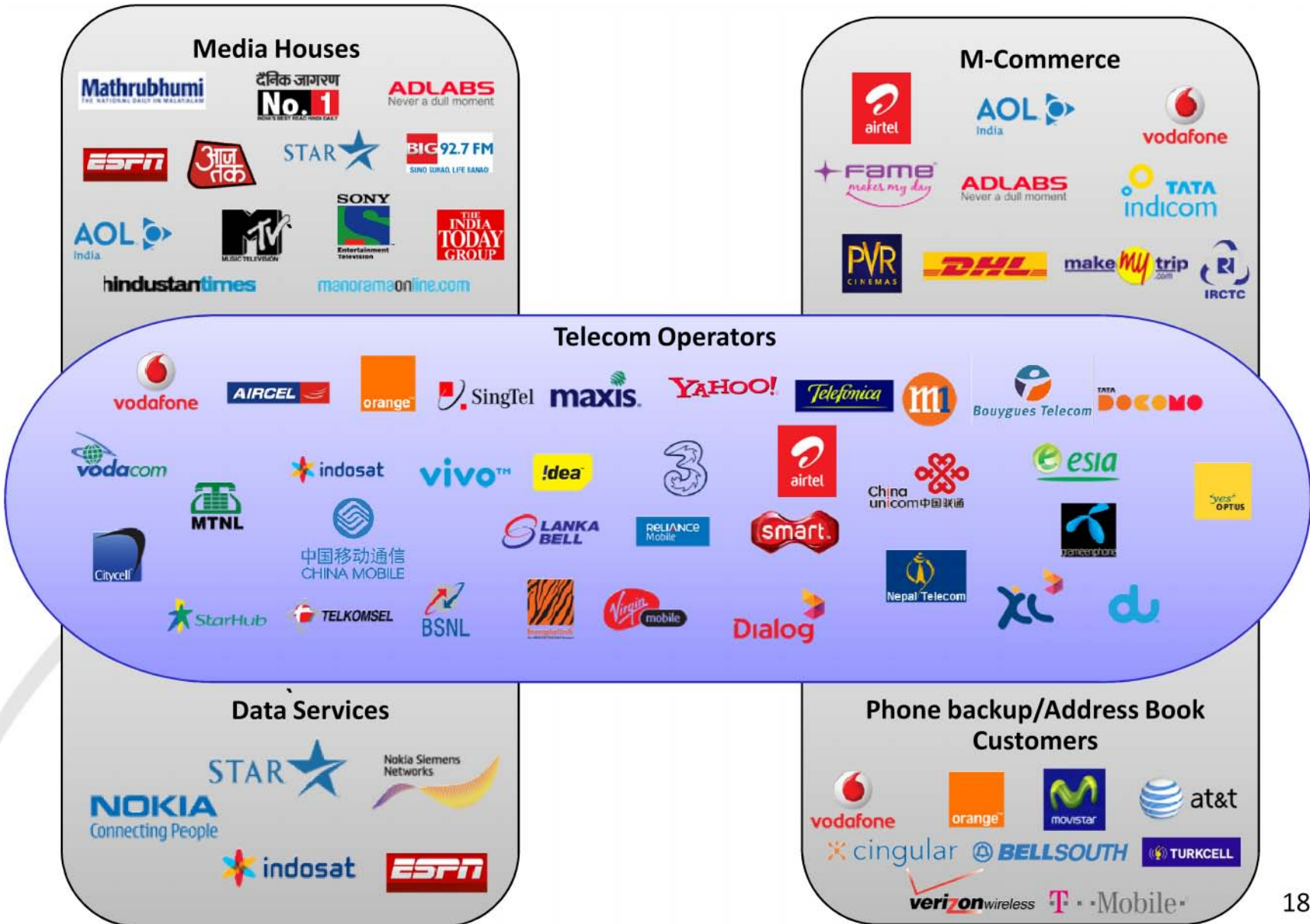


<h2>History</h2>	<ul style="list-style-type: none"> ■ Founded in 2000 ■ Incubated by Infosys
<h2>Key services/ Products</h2>	<ul style="list-style-type: none"> ■ In - Network: Ring Back Tones, Mobile Social Networking, Video 3G, Cloud Services, Network Address Book, Phone Backup, Voice Portal, Sports, Music, User Generated Content, Churn Management & Business intelligence
<h2>Management</h2>	<ul style="list-style-type: none"> ■ CEO & Co-founder: Arvind Rao ■ CTO & Co-founder: Mouli raman ■ President & COO: Sanjay Uppal
<h2>Customers</h2>	<ul style="list-style-type: none"> ■ Telecom operators <ul style="list-style-type: none"> - End to end managed MVAS services, Outsourced, White Labelled - Long term contracts, Master agreements ■ Enterprise customers <ul style="list-style-type: none"> - Mobile Marketing, Lead generation ■ Media houses <ul style="list-style-type: none"> - Repurpose content for mobiles
<h2>Size</h2>	<ul style="list-style-type: none"> ■ Market cap US\$310 mn as of 31st Mar, 2011 ■ Revenue for FY ending March 31, 2011: US\$118 mn, Last 3 year CAGR 32% ■ 1,344 employees
<h2>Business model</h2>	<ul style="list-style-type: none"> ■ Managed services, White labelled ■ Revenue share of VAS revenues generated
<h2>Customer Impact</h2>	<ul style="list-style-type: none"> ■ Revenues : >\$800M topline MVAS in y2010 ■ Churn : 2% topline revenue enhancement ■ Market differentiation : several new innovations delivered to operators for launching under their brands

1	Market leader in MVAS space	<ul style="list-style-type: none">✓ Market leader in India with a reach of over 800m subscribers and contracts with majority of telecom operators✓ Global reach of over 1bn subscribers in more than 55 countries
2	Unsurpassed breadth of MVAS products and leading on the ground presence	<ul style="list-style-type: none">✓ OnMobile's offerings cover almost the entire breadth of MVAS space✓ Most of the product IP resides with OnMobile
3	Significantly growing international presence	<ul style="list-style-type: none">✓ Largest footprint in emerging markets MVAS✓ Rapidly expanding into developed markets
4	Recurring and entrenched revenues	<ul style="list-style-type: none">✓ Software and services revenues are integrated deeply with carriers due to in-network nature of services✓ Contracts follow long-term managed services model on revenue share basis and establish substantial barriers to new entrants
5	Proven execution track record	<ul style="list-style-type: none">✓ OnMobile has actively managed to grow business significantly by creating long-term arrangements with leading global telecom companies✓ Backed by high quality management team, supported by strong governance and top calibre Board of Directors✓ Well capitalized with strong balance sheet

- Breadth of product lines in VAS, ability to cross-sell and piggyback
- Product innovation, track record
- First-mover advantage in India, emerging markets
- Installed base of equipment which is heavily integrated into telco network and OSS-BSS
- Operating scale, billing capability
- Business model & long-term customer contracts
- India based low cost structure, scaleable
- Proven track record, results, customer relationships
- Onsite teams embedded within customers
- Quality of management team
- Corporate governance and quality of Board

Blue chip customer base



Proven track record with telecom operators (customers)



Market reach 1.5 billion mobile subscribers across 55 countries
Unique users 115 million

Client experiences indicate that monthly RBT revenues surpass that of P2P SMS making RBT the highest revenue contributor

Ringback Tone

20%+ market penetration; 11%+ ARPU uplift; 18M+ song selections/month
Driven by innovations like One-Touch RBT, M-Search and Voice Search

Voice Portal

Over 25 services like Ringtone, M-Radio, Sports, Contests, Jokes, Dating, News
IVR calls handled per month 88 million

Phone Backup

35 million downloads

On Device Portal

10 million downloads

Sports

Over 11 million in subscriber base

Churn Management

88% increase in subscriber recharges
2% increase in operator top-line

Seasoned Management Team & Board

Strong Top Management



Arvind Rao
CEO & Co-founder

- MBA, Wharton School of Business; Bachelor of Technology, IIT Mumbai
- Over two decades of experience in IT, telecom and financial services industries
- Was previously with Schlumberger Wireline Services, McKinsey & Company, the Chatterjee Group and Gilbert Global Equity Partners



Sanjay Uppal
President & COO

- MS, Stanford Univ; MS, Univ of Wisconsin; BTech, IIT Mumbai
- Over 18 years of experience in engineering leadership and general management
- Was previously with Citrix Systems Inc., as VP- Application Networking



Mouli Raman
CTO & Co-founder

- Bachelor of Technology, National Institute of Technology, Allahabad
- Over 19 years of experience in the software industry
- Was previously Head of the Internet Products Group at Infosys Technologies



Sandhya Gupta
Head, M&A, Investment & Strategy

- MBA, University of Mumbai
- Over 18 years of experience in the financial services and capital markets industries
- Was previously with Citibank and Galaxy Entertainment



Amit Rastogi
CFO

- Chartered Accountant, Cost Accountant and CPA
- 17 years of experience in finance, operations and six sigma.
- Was previously with GE for 15 years, and has also worked with ANZ Bank and PwC.

Board of Directors



H. H. Haight
Chairman

- Master of Business Administration degree from Harvard Business School; Bachelor of Science from the University of California, Berkeley
- Over 20 years of experience in the leadership and growth of various enterprise companies
- Previously served as Managing Director in Advent International Corp and Chief Executive Officer in Argo Global Capital, LLC.



Naresh Malhotra
Independent Director

- Qualified as a Chartered Accountant in 1970, trained with Price Waterhouse; BCOM, St. Xaviers College, Calcutta University
- Over 35 years of experience in India and overseas in various companies
- Previously served as founding partner and managing director of corporate finance in KPMG in India;
- On the board of directors of Blue Star Infotech Limited, Royal Orchid Hotels Limited, Amalgamated Bean Coffee Trading Company Limited (Coffee Day)



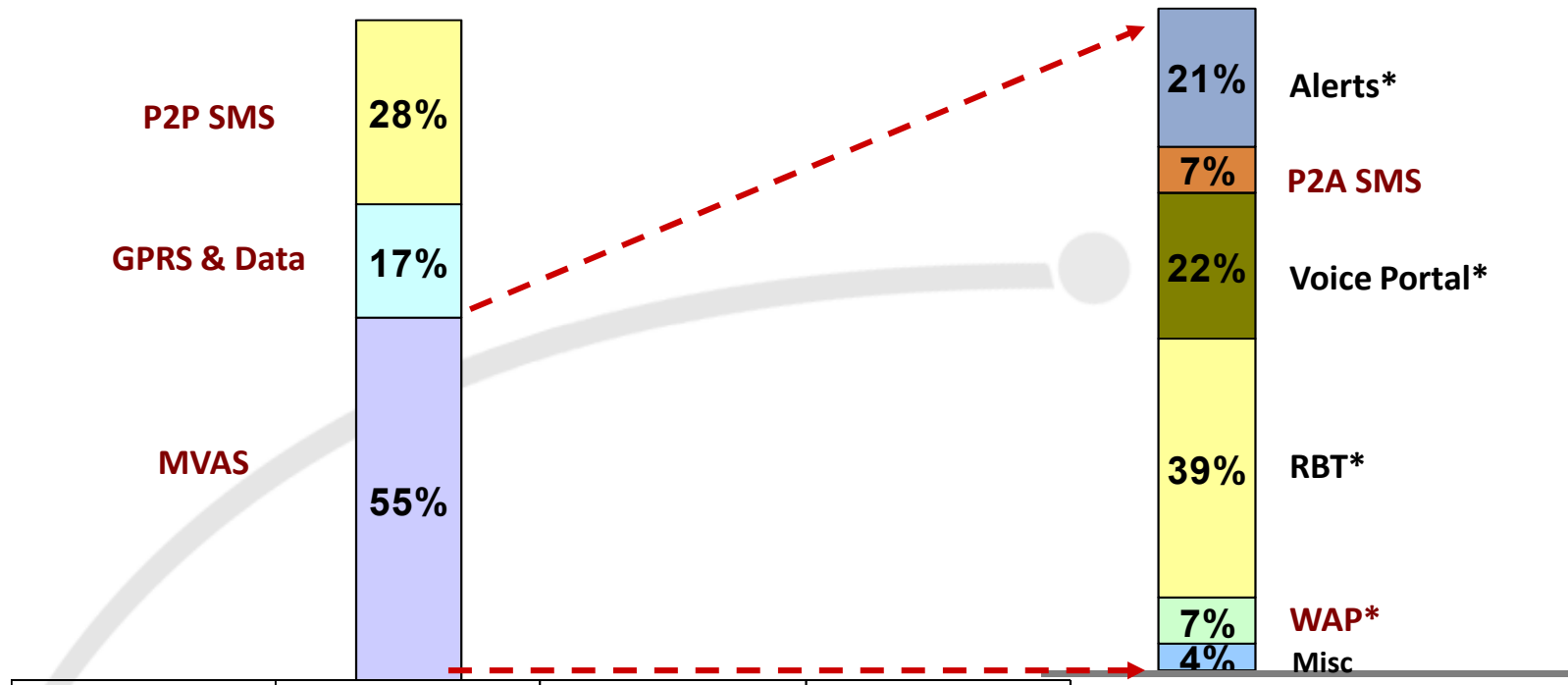
Harit Nagpal
Independent director

- BE from Punjab University and Management degree from FMS, Delhi.
- Harit is currently the CEO & MD at Tata Sky and was previously with the Vodafone group.
- Over 25 years of experience in Telecom and consumer marketing positions both in India and overseas.

Leading franchise in India MVAS market



100% = INR 122,000 M = US \$2.7 bn

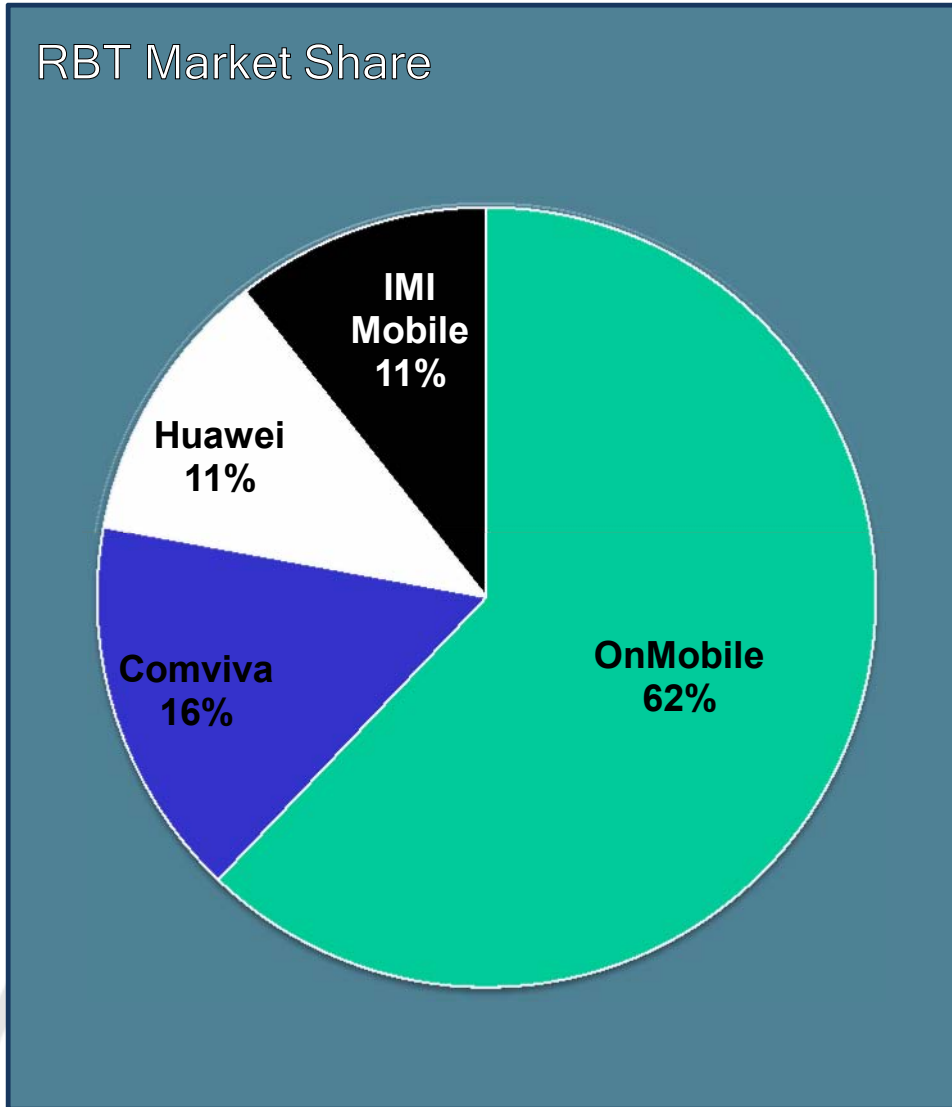


FY 10 – 11
Overall Market

* = products addressed by OnMobile

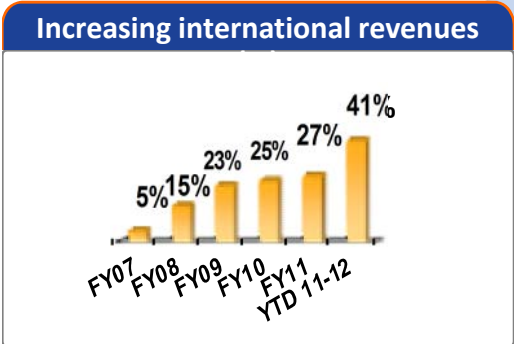
Based on company estimates and industry data

Dominant share of RBT Market in India



Operator	RBT Vendor
Vodafone	OnMobile
IDEA	OnMobile
Airtel	
South	OnMobile
Rest of India	Comviva
Reliance	Huawei
Tata	
CDMA	Huawei / OnMobile
Docomo	OnMobile
BSNL	
South + East	OnMobile
North + West	IMI Mobile
Aircel	
Old Circles	IMI Mobile
New Circles	OnMobile
Virgin Mobile	OnMobile

Rapidly Expanding International Presence



✓ Market reach in excess of 800m subscribers in India
 ✓ Market reach in excess of 600m international subscribers

Telefonica LAM (TISA) = Largest international Foray from OnMobile



Contract



- 6 years exclusive to OnMobile for 13 countries, start = go – live date in the last country
- 25 – 30 OnMobile products incl. RBT, Mobile Social Networking, MRadio, Futbol, Dating, Voice Search, Customer lifecycle Management, Religion etc.
- \$50M upfront investment by OM for Capex to be incurred by telefonica, data center offices, market development & deployment rights, cost of retiring existing RBT platforms etc..
- Revenue Share based commercials, locked for contract duration
- 13 countries, 140 million TISA subscribers today estimated to grow to 200 over contract duration

- Live in 11 countries, covering 98% of target market
- Initial RBT results on track
- Full RBT deployment on target for completion by 31st March, 2012
- 60 OM people onsite, backed by 20 people in Bangalore.

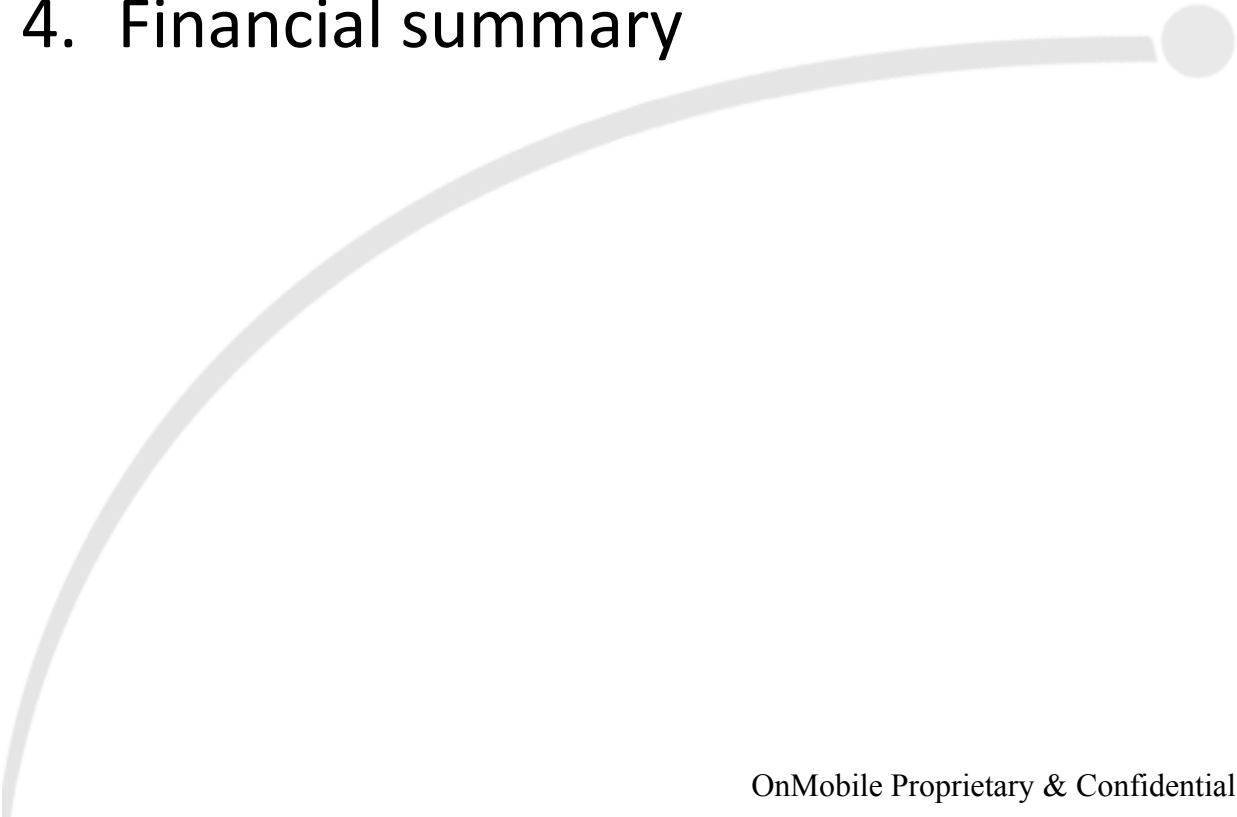
Recent awards

- Arvind Rao, Chairman, CEO and Co-founder was awarded the prestigious Dataquest 'Path breaker of the Year 2009' award in recognition of his contribution in the field of Telecom and Infotech, in creating the biggest telecom VAS company in India.
- For the third year in a row, we have been ranked as the No. 1 Company of the year in VAS segment for FY 2008-09, as per the V&D100 survey carried out by VOICE&DATA, India's No.1 communications magazine

- The contest run by OnMobile for BBC- Bill Gates foundation along with the campaign that followed on TV has won a Cannes Bronze in the mixed media category.



- OnMobile's Information Security Management System has been certified to be ISO 27001:2005 compliant. This certification is a significant milestone in our commitment towards information security.
- For third time in a row, we have won the Deloitte Technology Fast 50 India and the Deloitte Technology Fast 500 Asia Pacific award for 2009.
- We have won the Frost & Sullivan Market Share Leadership award for "Mobile Value Added Services" category for 2009.
- We have won the Business Standard Star Awards 2010 in the small and medium enterprises category.
- **Technology Pioneer 2010- World Economic Forum**
- **Phone Book 2.0: Winner Google Android Developer Challenge in 2008**

-
1. What is VAS?
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 - 3. Products & Customers**
 4. Financial summary
- 

Consumer VAS Portal

- Music & Entertainment
- Sports & Live Streaming
- Infotainment
- User generated content

In-call Solutions

- Ring Back Tone (“RBT”), adRBT
- Reverse RBT
- Missed Call Alert
- Voice SMS
- Dynamic Voicemail

Data Products

- Phone Backup
- Network Address Book
- Phonebook 2.0
- Social Address Book
- Social Network Gateway



OnMobile Multimodal Platform

Multi-channel: Voice, SMS, Video, USSD, MMS, 2.5/3G – WAP, On-device portal and handset clients; multiple languages

Models: Access, Pay-per-use, Subscription, Sachet

Modes: Operator bill, Credit, Debit, Cash Cards

Video Products

- Multimedia Gateways
- Video Applications
- Real time content Adaptation
- Network Optimization

Media Solutions

- Televoting/Polling
- Tele-Registrations
- Interactive Contests
- Participative Media Apps

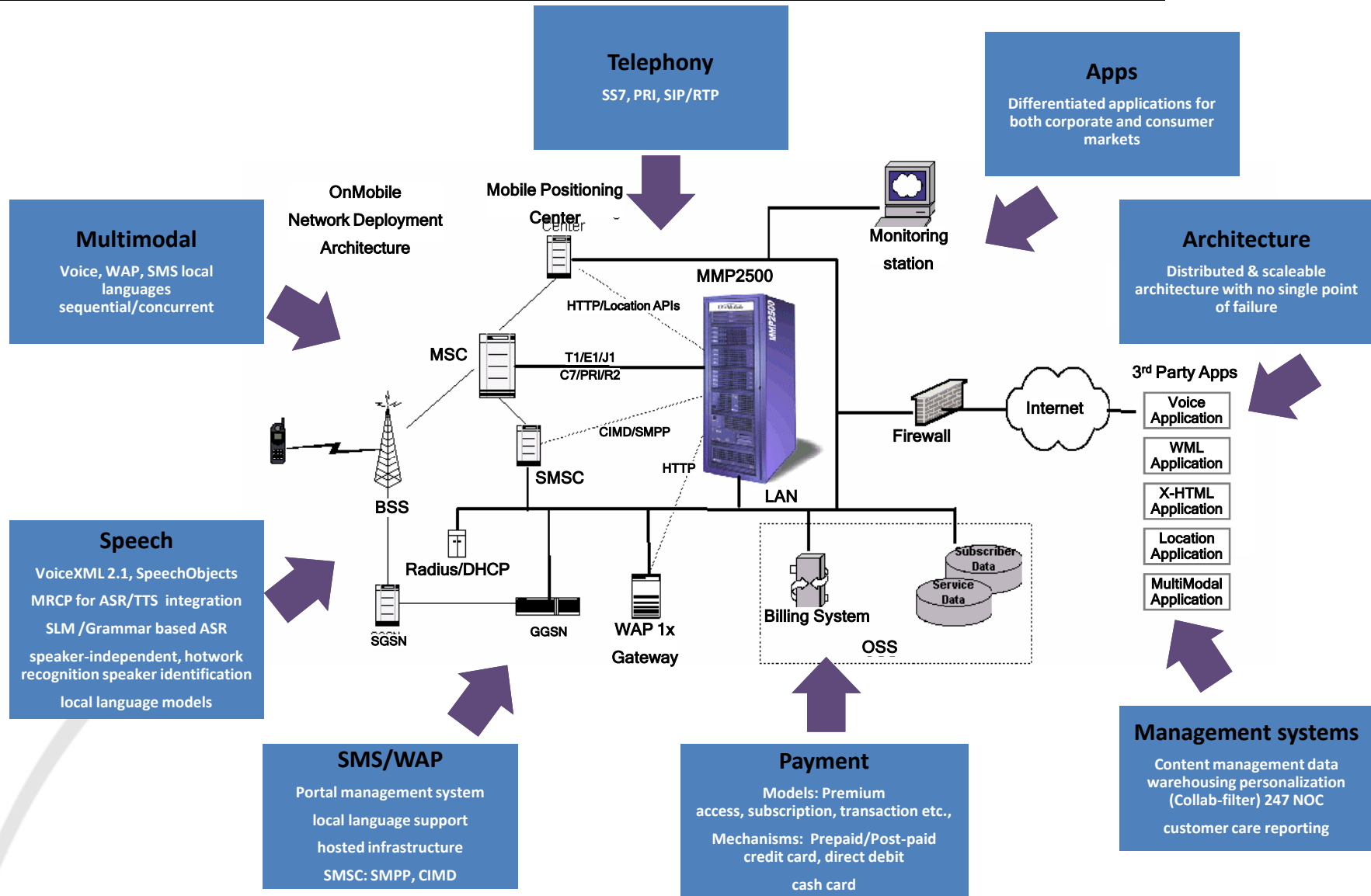
m-Commerce & m-Marketing

- Mobile ticketing (Movies, Railways)
- Mobile bill payments (utilities..)
- Mobile marketing
- Corporate advertising – RBT
- Churn Management & BI

Speech Products

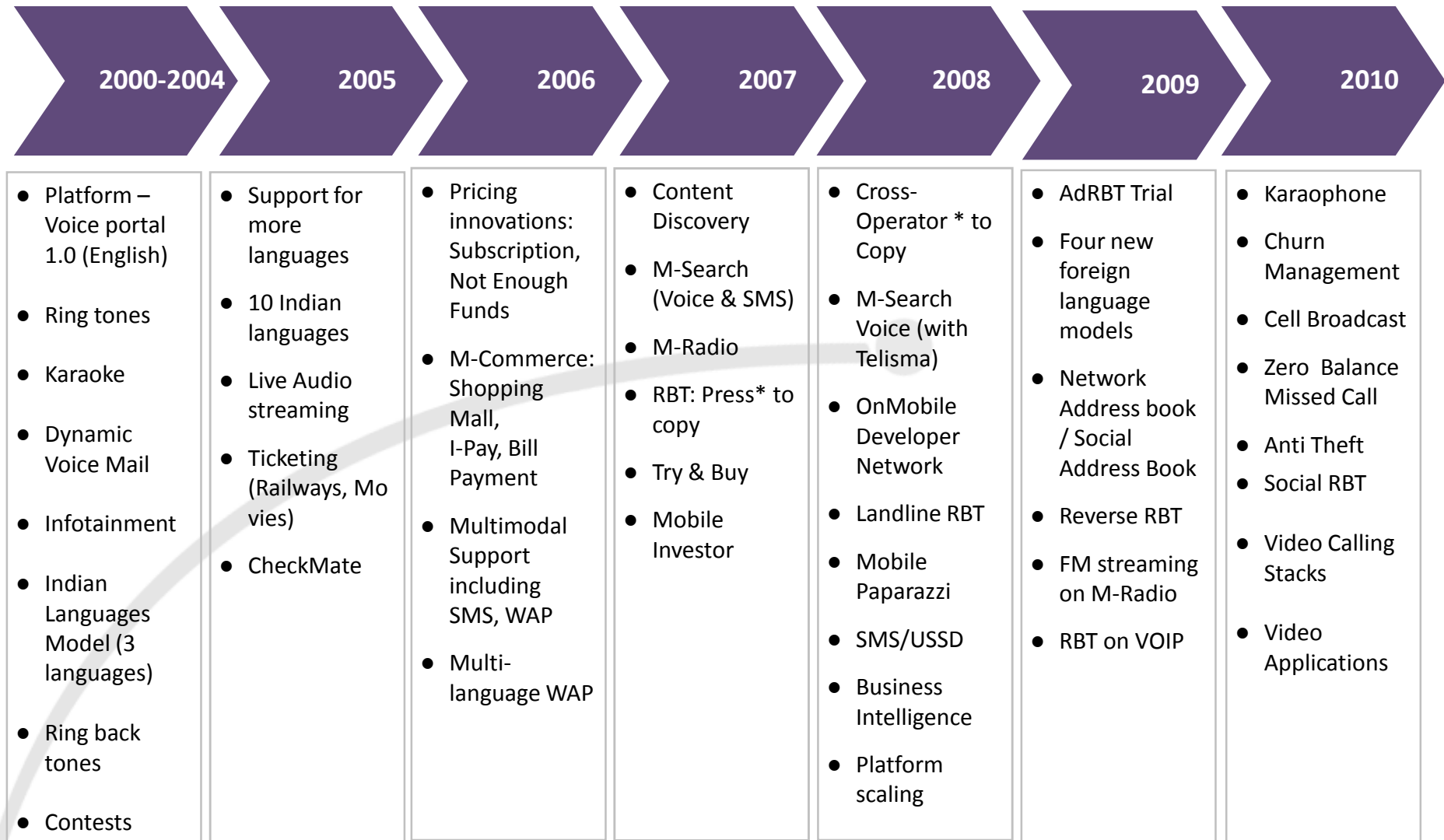
- Telispeech
- M-Search
- Karaoke

In-network deployments in major telcos worldwide = sticky asset with unlimited software driven growth potential



High entry barrier + High switching costs


Proven track record in new product innovation



Customers – 100% contract renewal record over 9 yrs



SEGMENTS	EXAMPLES
Global telcos	<ul style="list-style-type: none">• Vodafone• Telefonica• Orange• DTAG
Regional telcos	<ul style="list-style-type: none">• Airtel• Orascom• Singtel
Single-country telcos	<ul style="list-style-type: none">• IDEA• Esia• Maxis

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Financials summary - INR



Rolling 4 quarters –Y o Y

Rs. Mn	4 Quarters ending Dec 10	4 Quarters ending Dec 11	% Gr
Revenues	5,270	5,938	13%
<i>Domestic</i>	3,939	3,602	-9%
<i>International</i>	1,331	2,335	75%
COGS	1,480	1,219	-18%
Gross Profit	3,790	4,719	25%
Gross Margin	72%	79%	
Total Opex	2,669	3,426	28%
EBITDA	1,121	1,294	15%
	21%	22%	
Depreciation	535	725	36%
Operating Profit	586	569	-3%
%	11%	10%	
Other Income/exp	255	860	237%
Profit before Tax	841	1,429	70%
%	16%	24%	
Tax	139	377	171%
Profit After Tax	733	1,052	43%
PAT %	13%	15%	
EPS (Diluted)	6.1	9.2	50%

YTD Dec CY Vs LY

Rs. Mn	YTD Dec 2010-11	YTD Dec 2011-12	% Growth
Net Revenue	4,039	4,605	14%
COGS	1,104	987	-11%
Gross Profit	2,935	3,618	23%
Gross Margin	73%	79%	
Total Opex	2,036	2,631	29%
EBITDA	899	986	10%
	22%	21%	
Depreciation	422	581	37%
Operating Profit	476	406	-15%
%	12%	9%	
Other Income / (Exp)	197	618	214%
Profit before Tax	673	1,024	52%
Tax	75	240	219%
Profit After Tax	414	605	46%
%	10%	12%	
EPS (Diluted)	5.2	7.0	35%

Balance Sheet – Mar and Dec

<i>Rs. Mn</i>	31st Mar 11	31st Dec 11
Share Capital	590	1,160
Reserves & Surplus	7,732	7,859
Secured Loans	315	836
UnSecured Loans	2	179
Deferred Payment Liability	457	37
Deferred Tax Liability	78	66
Total	9,175	10,138
Goodwill	2,046	2,046
Fixed Assets - Net Block	3,777	3,632
Capital Work in Progress	144	148
Investments	542	307
Current Assets		
Accounts Receivable	2,245	2,646
Cash & bank balances	912	2,030
Loans & Advances	1,533	1,718
Current Liabilities & Provisions		
Current Liabilities	1,725	1,996
Provisions	299	394
Net Working Capital	2,666	4,005
Total	9,175	10,138

Cash Flow

Rs Mn	2010-11	YTD dec '2011-12
Operating profit before working capital changes	1,455	1,162
Working capital changes	(471)	(334)
Cash generated from operations	984	828
% Cash generated to cash profits	80%	80%
Taxes paid	(292)	(113)
Purchase of fixed assets	(776)	(443)
Dividend/Interest income	91	78
Cash generated during year	7	349
Other investing activities	(1,223)	266
Other financing activities	246	440
Net increase/(decrease) in cash/cash equivalents	(971)	1,118

Financials summary – USD



Fx Rate used for conversion : 1 USD = 51 INR

OnMobile Proprietary & Confidential

Rolling 4 quarters –Y o Y

USD Mn	4 Quarters ending Dec 10	4 Quarters ending Dec 11	% Gr
Revenues	103	116	13%
<i>Domestic</i>	77	71	-9%
<i>International</i>	26	46	75%
COGS	29	24	-18%
Gross Profit	74	93	25%
Gross Margin	72%	79%	
Total Opex	52	67	28%
EBITDA	22	25	15%
	21%	22%	
Depreciation	10	14	36%
Operating Profit	11	11	-3%
%	11%	10%	
Other Income/exp	5	17	237%
Profit before Tax	16	28	70%
%	16%	24%	
Tax	3	7	171%
Profit After Tax	14	21	43%
PAT %	13%	15%	
EPS (Diluted)	0.1	0.2	44%

Convenience translation of 1 USD = 51 INR

YTD Dec CY Vs LY

USD Mn	YTD Dec 2010-11	YTD Dec 2011-12	% Growth
Net Revenue	79	90	14%
COGS	22	19	-11%
Gross Profit	58	71	23%
Gross Margin	73%	79%	
Total Opex	40	52	29%
EBITDA	18	19	10%
	22%	21%	
Depreciation	8	11	37%
Operating Profit	9	8	-15%
%	12%	9%	
Other Income / (Exp)	4	12	214%
Profit before Tax	13	20	52%
Tax	1	5	219%
Profit After Tax	8	12	46%
%	10%	12%	
EPS (Diluted)	0.1	0.1	35%

Convenience translation of 1 USD = 51 INR

Balance Sheet – Mar and Dec

<i>USD Mn</i>	31st Mar 11	30th Sep 11
Share Capital	12	23
Reserves & Surplus	152	154
Secured Loans	6	16
UnSecured Loans	0	4
Deferred Payment Liability	9	1
Deferred Tax Liability	2	1
Total	180	199
Goodwill	40	40
Fixed Assets - Net Block	74	71
Capital Work in Progress	3	3
Investments	11	6
Current Assets		
Accounts Receivable	44	52
Cash & bank balances	18	40
Loans & Advances	30	34
Current Liabilities & Provisions		
Current Liabilities	34	39
Provisions	6	8
Net Working Capital	52	79
Total	180	199

Convenience translation of 1 USD = 51 INR

Cash Flow

USD Mn	2010-11	YTD dec '2011-12
Operating profit before working capital changes	29	23
Working capital changes	(9)	(7)
Cash generated from operations	19	16
% Cash generated to cash profits	80%	95%
Taxes paid	(6)	(2)
Purchase of fixed assets	(15)	(9)
Dividend/Interest income	2	2
Cash generated during year	0	7
Other investing activities	(24)	5
Other financing activities	5	9
Net increase/(decrease) in cash/cash equivalents	(19)	22

Convenience translation of 1 USD = 51 INR

Key Parameters 1



	FY 04-05	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	YTD Dec
India Revenue	100%	100%	95%	85%	77%	75%	73%	52%
Overseas Revenue		0%	5%	15%	23%	25%	27%	48%
Revenue From top 5 Customers	100%	95%	86%	77%	70%	72%	70%	61%
Number of R&D Sites	1	1	2	3	4	4	6	7
Number of Offices Worldwide	3	5	6	10	17	25	36	40
% of Employees out of India		1%	1%	6%	8%	12%	18%	18%
Number of Companies Acquired #			1	2	3	3	4	4

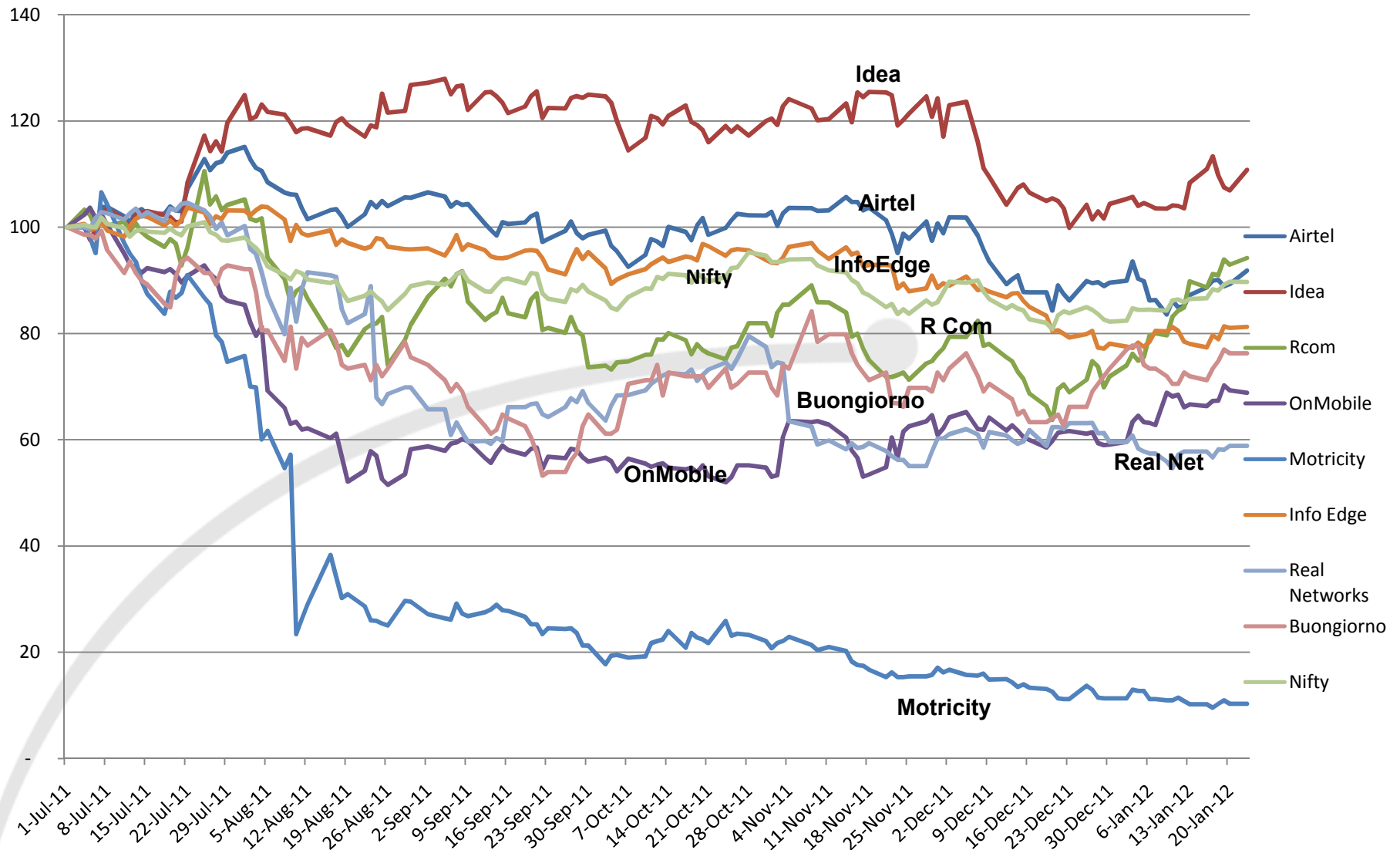
Ratios for last 5 years.....

	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	YTD Dec '11-12
Balance Sheet Ratios						
Current Ratio	1.71	1.39	1.75	1.59	2.00	2.41
Capital Expenditure/Total Income*	20%	32%	14%	9%	12%	9%
Depreciation/ Average Gross Block*	31%	27%	27%	21%	20%	17%
Return Ratios						
RONW*	27%	15%	13%	6%	11%	9%
RONW (excluding investments)	42%	28%	15%	6%	8%	3%
ROCE	41%	21%	17%	8%	12%	11%
ROCE (excluding investment)	67%	41%	23%	8%	10%	6%
EPS (Diluted) Rs. **	4	6	7	4	7	5

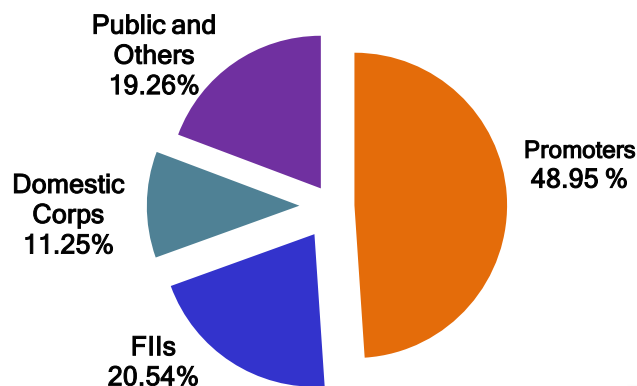
* Excluding Market Development & Deployment Rights and acquisitions

** Post adjustment for all year for the Bonus Issue, 2011

Stock Movement



Shareholding Pattern



Shareholders of OGL as on Jan 31, 2012 (Grouped)		
Shareholder Name	Shares	%
OnMobile Systems Inc. (OMSI)	40,507,729	34.98
Promoter and group (AR + MR)	16,174,448	13.97
Key Employees of OGL	2,911,709	2.51
Capital Group	8,124,110	7.02
Birla Sun Life Group	4,946,268	4.27
ICICI Prudential	5,496,900	4.75
Amansa Investments	5,032,445	4.35
Dragon Peacock	2,563,826	2.21
Public and Others	30,046,575	25.95
Total	115,804,010	100.00

Public holding – 51.05%

- OMSI ownership : Argo Global capital = 71.12%, AR+MR = 8.18%, OGL employees = 4.74%. Rest 15.95
- Average traded quantity of the stock on the NSE for the past 30 days: 938,398

Registered Office

#26, Bannerghatta Road,
J. P. Nagar, Phase III,
Bangalore - 560 076 - INDIA
Ph: +9180 41802500

Corporate Office- Mumbai

OnMobile Global Limited
#1004, Floor 10, Dalamal
House, Nariman Point,
Mumbai - 400 021, India
Ph: +9122 22833470

Development Centres

OnMobile Global Limited
No: 165/5, 1st Main,
J.P Nagar 7th Phase,
Bangalore- 560 076 , India
Ph: +9180 40096000

OnMobile Global Limited
501, Sumer Plaza
Marol Maroshi Road
Marol, Andheri (East)
Mumbai 400 059, India
Ph: +91 022 40588588

OnMobile Global Limited
704, Floor 7, Bhikaji Cama Bhawan ,
Bhikaji Cama Place,
New Delhi - 110 066, India
Ph: +9111 41859722-24

China

India OnMobile Global Limited Beijing Representative Office

Gan Lan Chen, Wang Jing Dong
Yuan, Chao Yang District, Beijing ,China

Regional Headquarters & Development Centres

France

Voxmobili SA
36, rue Brunel-75017
Paris, France
Ph : +33 1 40 26 23 34

Telisma
97 av. du Général Leclerc
75014 Paris
Ph : +33 1 56 53 64 44

Dilithium Inc.
5401 Old Redwood Highway, Suite 100
Petaluma, California 94954, USA Phone : +1 (707)
792 3900 Fax: +1 (707) 795 3758

Australia

OnMobile Global Limited
Level 34, 100 Miller Street , N
Sydney, NSW – 2060
Ph: +61-2-9657-1342

UK

OnMobile Global Limited

1 Furzeground way, Stockley Park East,
Uxbridge, Middlesex, UB11 1BD,
United Kingdom

Indonesia

PT OnMobile Indonesia
M-23, Mayapada Tower, 11th Floor,
Jl. Jenderal Sudirman Kav. 28
Jakarta 12920, Indonesia
Ph: +62-2152897330

South Africa

OnMobile Global Limited
Central Office Park No. 3
257, Jean Avenue, Centurion,
0157, South Africa.

Bangladesh

OnMobile Global Ltd.
Rupayan Centre (17th floor)
72, Mohakhali C/A, Dhaka, Bangladesh
OnMobile: (+88) 018 19232428

Singapore

OnMobile Singapore Pte. Ltd.
APBC Raffles Place, 30 Raffles Place,
#23-00 Chevron House, Singapore – 048622
Ph: +65 62335048

Mexico

SERVICIOS DE TELEFONIA ONMOBILE S.A. DE
C.V
Paseo de la Reforma No. 505 P-31, Col.
Cuauhtemoc, Del. Cuauhtemoc, CP.
06500, México, D.F.

Dubai

Shatha Tower, Plot A-008-002,
Dubai Media City

USA

5201 Blue Lagoon Drive,
Suite 866, Miami, FL 33126,
Phone : 305-716-4134

Malaysia

OnMobile Global Ltd.
Level 16, Menara Hap Seng, Jalan
P. Ramlee,
50250 Kuala Lumpur, Malaysia
Ph: +60 392367230 / +60 392367231

THANK YOU

