



DataWind Receives award for “Tablet Brand with Maximum Consumer Pull” at Teleanalysis Device World 2016

New Delhi, 19th March 2016: DataWind Inc. (TSX: DW), the leader in delivering Internet access to emerging markets, has been recognized for the **Tablet Brand with Maximum Consumer Pull**. The award was presented to DataWind during the **Tele Analysis Device World 2016**, Confluence of Indian Device Ecosystem, in New Delhi.

The dignitaries present at the **Device World 2016** included CMDs, Chairmen, CEOs, COO, and senior people from policy formulators, market researchers & industry analysts, handset vendors, operators, OTT players, telecom vendors, VAS providers, consultants/System Integrators/VAR's, trade associations & media amongst others.

DataWind was recognized for making UbiSlate, the low cost, affordable internet connectivity devices accessible to people at the grass root level and in turn making a transformational impact to the Indian Tech industry. An evangelist for true democratization of technology, DataWind's efforts have received global attention as the company implements its vision of connecting billions of people to the internet. The company is the only firm to offer free internet browsing for 1 year on all its devices

On receiving the award **Mr. Suneet Singh Tuli, President and CEO of DataWind** said, “We thank the organisers for the recognition which further motivates us to continue the journey to bridge the digital divide. We were named as the leader in the Tablet market for the 4th Quarter of 2015 both in the IDC and CMR Reports and now we have been named as the Tablet Brand with Maximum Consumer Pull. I am deeply honoured and humbled for this recognition.”

He further added “At DataWind we strive to make technology and connectivity most affordable just so that the true benefits of this digital age are accessible to all.”

At the event DataWind also made a presentation on Make in India, conforming to the vision Prime Minister of India. The Award was received by Mr. Anil Gupta, Vice President, Platform Strategy from DataWind which was presented by Mr. Anupam Srivastava, CMD, BSNL.

Recently, DataWind was announced as the leader in the Tablet market in 4th Quarter of 2015 by both IDC and CMR Report with 20.7% and 24% market share respectively. According to **CMR report**, DataWind holds 58% market share in the sub-Rs 5,000 tablet segment (approximately \$75) which is the largest growing segment of the overall market, having nearly doubled since 2014.

About DataWind

DataWind is a leader in low-cost Internet connectivity for emerging markets. DataWind's mission is to bring the Internet, which has the ability to create tremendous social and economic benefits, to billions of unconnected people in the developing world. The Company's Internet Delivery Platform offers a low-cost Internet browsing solution by bundling an affordable tablet device with an inexpensive, prepaid, Internet service plan. DataWind has been named to MIT Technology Review's 2014 annual list of 50 Smartest Companies, and by Forbes Magazine among its annual Impact 15 list of innovators. Headquartered in Mississauga, Canada, DataWind has offices in London, UK; Mississauga, Canada, Amritsar and New Delhi, India. '

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